

10 Dallas

SEPTEMBER • 1959



Cadillac

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WORLD FOR
FIFTY-EIGHT
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PRESENTS



1960



ON DISPLAY
IN OUR SHOWROOMS
BEGINNING
FRIDAY, OCTOBER SECOND

For 1960, we proudly present
an automobile built to a degree of elegance
and refinement unique even in Cadillac's
high standards. Our twelve models and body styles
for 1960 permit no compromise in styling...
design... engineering... or in
excellence of craftsmanship. We cordially invite
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Cadillac

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TO THE CHEST

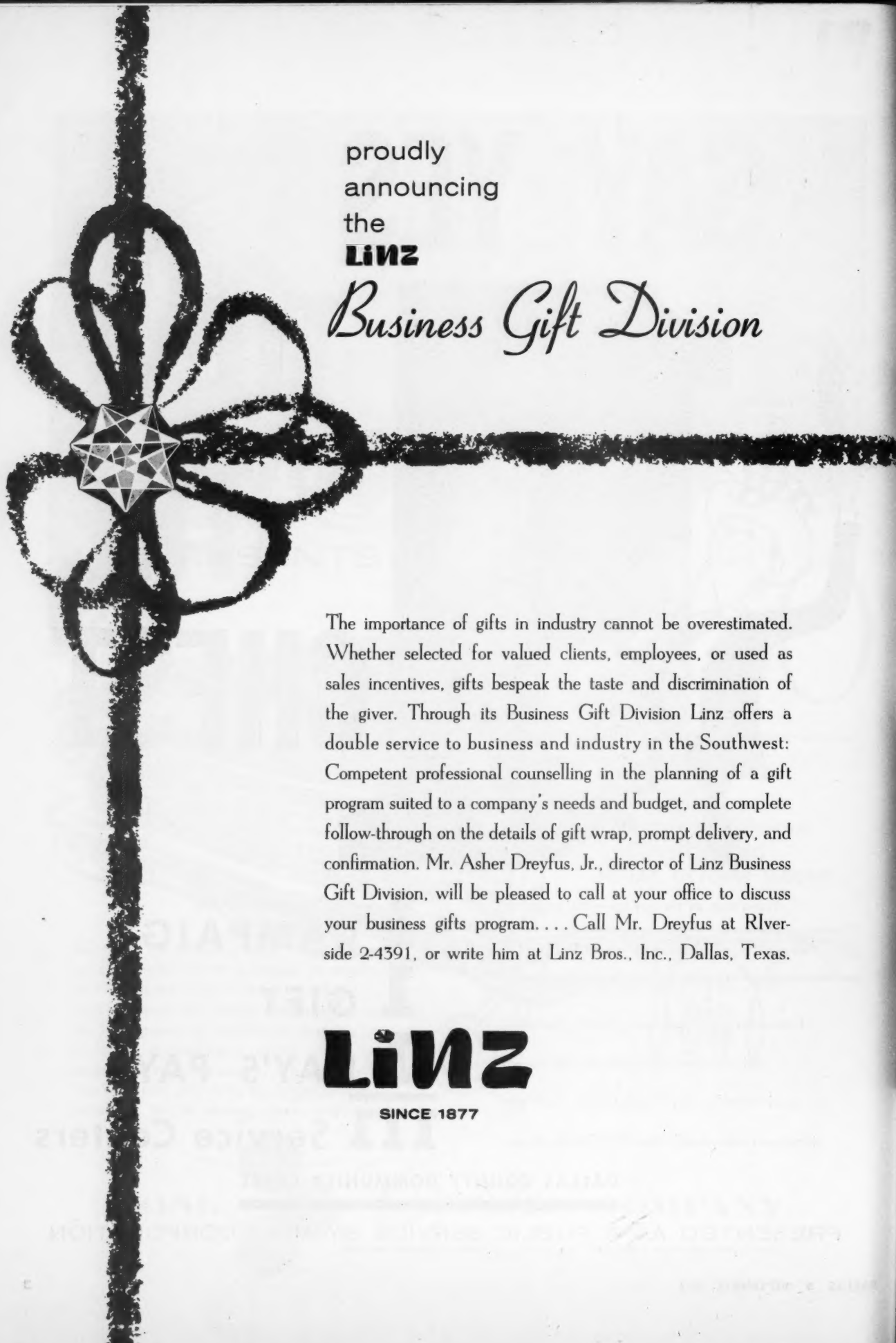


Young man on the way up — this youngster taking part in the physical fitness program of the YMCA. The YMCA, a member agency of the Community Chest, provides a health, recreation and educational program directed toward good citizenship and Christian living. Youth participation is encouraged regardless of ability to pay.

1 CAMPAIGN
1 GIFT
1 DAY'S PAY!
111 Service Centers

DALLAS COUNTY COMMUNITY CHEST

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announcing
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The importance of gifts in industry cannot be overestimated. Whether selected for valued clients, employees, or used as sales incentives, gifts bespeak the taste and discrimination of the giver. Through its Business Gift Division Linz offers a double service to business and industry in the Southwest: Competent professional counselling in the planning of a gift program suited to a company's needs and budget, and complete follow-through on the details of gift wrap, prompt delivery, and confirmation. Mr. Asher Dreyfus, Jr., director of Linz Business Gift Division, will be pleased to call at your office to discuss your business gifts program. . . . Call Mr. Dreyfus at Riverside 2-4391, or write him at Linz Bros., Inc., Dallas, Texas.

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A Family Affair...

A highway truck stop . . . a meeting . . . a smile, a smoke, and quiet talk between father and son . . . Shellie and Al Cullins of the Little Rock terminal have been serving ETMF customers for a combined total of 25 years. They are hearty men . . . proud of the trucks they drive, the schedules they keep, the company they serve . . . pooling vast experience and knowledge to insure that your LTL shipment goes through safely and on time. Father and son . . . striving in friendly rivalry to surpass the other's record. People working together . . . for you.

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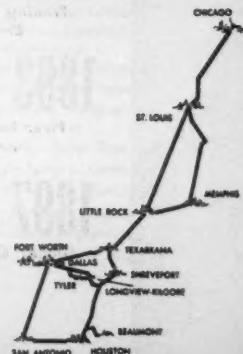
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EAST TEXAS MOTOR FREIGHT

"FROM THE GREAT LAKES TO THE GULF"

GENERAL OFFICES • DALLAS, TEXAS



Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1875 First National
Bank in Dallas
Banking

1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



HORSE racing drew big crowds at the State Fair of Texas during the nineties. The race track and grand stand of that period, shown in the above photograph, was the equivalent of today's Cotton Bowl. In 1903, the Texas Legislature abolished horse racing and a group of purchasers offered \$125,000 for the 117-acre grounds. In 1904, the City of Dallas bought the property. By 1910 the Fair first passed the million mark in attendance. In 1913 the Texas Legislature enacted a Workmen's Compensation Law and in 1914 Homer Mitchell began the operations of Texas Employers Insurance Association in one room of the Praetorian Building. He was later joined by another young man, Austin F. Allen, who became auditor of the company. Employers Casualty Company was formed in 1920 as a companion firm with the same officers as TEL. Today, Employers Casualty, writing all fire and casualty lines, operates in 29 states with 9 out of-state offices. First concrete was poured in 1948 for the present Employers Insurance Building which was occupied in 1950. Construction is now under way for a 14-story, \$1,200,000 addition scheduled for completion in December. Also in 1950, a third company was formed, Employers Indemnity a reinsurance operation. Since first opening its doors in 1914 with 56 policyholders, Texas Employers Insurance Association has become one of the giants of the Texas Insurance Industry. Today it is the states largest writer of workmen's compensation insurance under the direction of Austin F. Allen as Chairman of the Boards and Ben Mitchell as president.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1898 Etheridge
Printing Company
Printing, Lithographing, Engraving,
Office Supplies

1899 Seay & Hall
All Lines of Insurance

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

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Dallas

VOLUME 38

NUMBER 9

SEPTEMBER

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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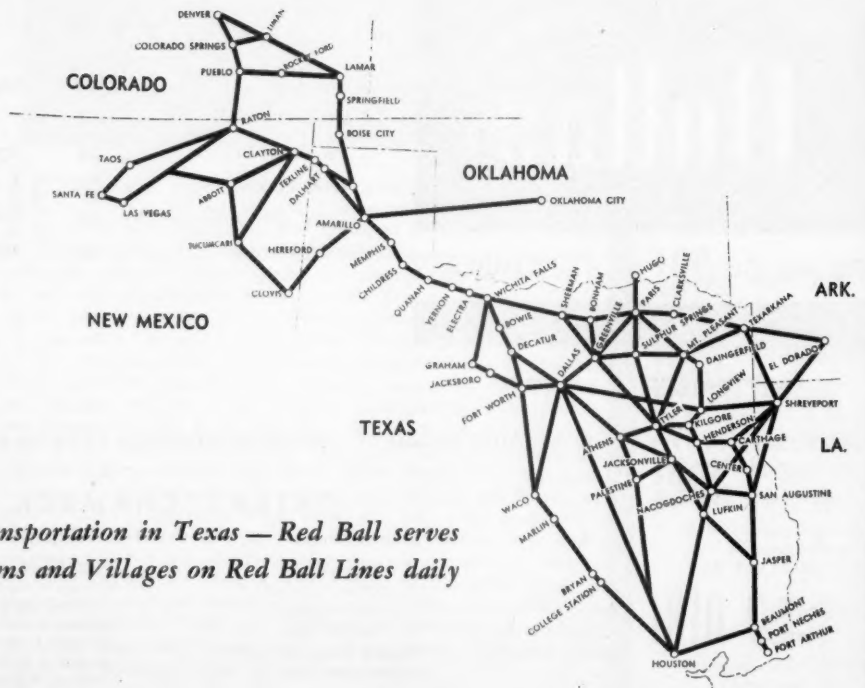
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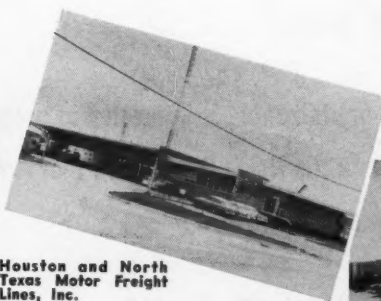
RED BALL MOTOR FREIGHT, INC.
GENERAL OFFICES: 1210 SOUTH LAMAR ST. • DALLAS, TEXAS

Motor Freight Center of the Southwest

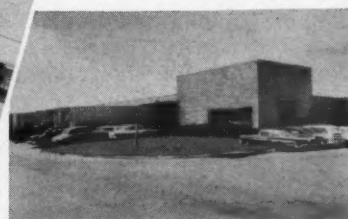
Firms such as these have found the Trinity Industrial District ideally located for the Motor Freight Industry.



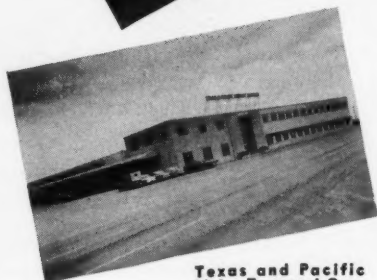
MerchantsFast Motor Lines, Inc.



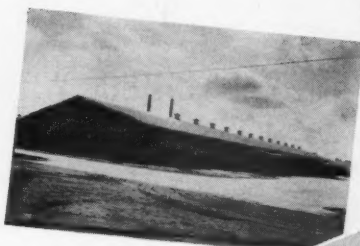
Houston and North Texas Motor Freight Lines, Inc.



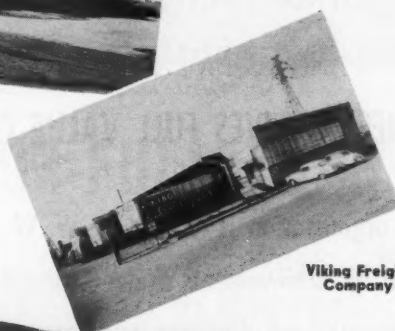
D. C. Hall Company—Southern Division of Braswell Motor Freight Lines, Inc.



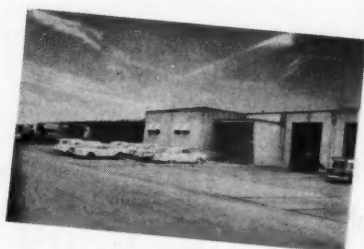
Texas and Pacific Motor Transport Company



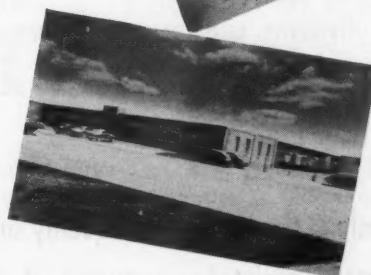
Brown Express



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Inside DALLAS

It's State Fair time in Texas again, and as the state's spotlight turns to Dallas, DALLAS Magazine takes a good look at the Texas State Fair for 1959.

*

From tents to coliseums could well be the theme of this year's Fair, for the handsome new Livestock Coliseum marks a new era for the Fair in its livestock shows. A comprehensive history of the Fair in the lead article of DALLAS traces this history.

*

Entertainment, the livestock program and an attractive picture story of a typical Dallas family's "Day at the Fair" are also included in this Fair Issue.

*

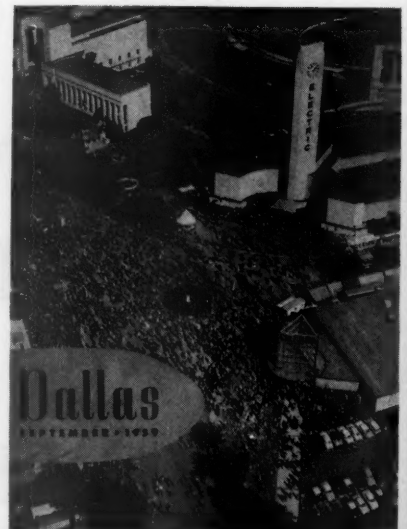
Motor Transportation & Supply provide DALLAS with several interesting articles for September. The tremendous expansion of motor transportation has been one of the highlights of Dallas.

*

A most interesting article in this issue concerns the leasing of motor equipment, a new trend in business and one that is proving more and more popular and profitable for Dallas large firms.

*

The beautiful color cover focuses attention on Big Tex, the heart of every Fair, surrounded by his usual crowds of admirers. The photograph was taken by Square Haskins.



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BER, 1959

TEXANS *Swing* TO COLOR!



"Teen-Age Down Beat," One Of 37 Color-Full Shows on WBAP-TV Weekly

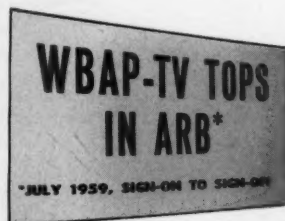
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PETERS, GRIFFIN, WOODARD, NATIONAL REPRESENTATIVES

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an opportunity to say YES"*



FIRST NATIONAL BANK IN DALLAS

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DALE MILLER'S

WASHINGTON

REPORT



Island of Survival

Tucked away among heterogeneous provisions of a supplemental appropriations bill enacted by Congress was a relatively inconspicuous item which provided a modest sum for the construction of a government facility. There would be nothing unusual about that circumstance, to be sure, except for the fact that in certain important respects the facility is unique. After it is constructed, for instance, most of it will not even be visible to the taxpayers who paid for it; and, furthermore, everyone even remotely identified with it devoutly hopes that history will eventually record that the funds provided for its construction proved to be an utter waste of money.

The facility referred to is the nation's first underground control center for civil defense, a subterranean structure which, in the event of a nuclear war, could well become the *de facto* capital of the United States. In the light of that grim possibility, the project soon to be underway is important to the entire nation, but it is particularly important to Dallas and environs, for it is scheduled to be constructed at Denton, our enterprising neighbor in the Dallas Metropolitan Area. It will be built on, or perhaps we should say beneath, a tract of land on the southeast edge of town.

The immediate purpose of the new control center will be to serve as headquarters for the regional office of the Office of Civil and Defense Mobilization, encompassing the five States of Louisiana, Oklahoma, Arkansas, New Mexico, and Texas; but it will be so designed that it can instantly begin to function in the event of national emergency as a seat of government, providing in its complex subterranean organism all essential facilities and services, such as a vast communications network, which might be required to preserve the capacity for leadership and direction in a time of peril. If the Washington area should be knocked

out in a nuclear war — and probably no target would command a higher priority — it would not be unlikely that the President and high government officials would repair to this "island of survival" and within its protective walls direct the nation's salvation.

The selection of Denton as the nation's first underground control center away from the Washington area was based on soundly conceived criteria. The community is close enough to the large population centers of Dallas and Fort Worth to provide coordination with existing government agencies and access to many municipal facilities, yet it is far enough removed to provide isolation and flexibility of operations in the event of emergency. Furthermore, it is situated deep in the interior of the country, virtually equidistant from both coasts, and thus as remote from the devastation of enemy action as almost any community could reasonably expect to be. Moreover, the personnel of the regional office of the OCDM in Denton had achieved a nationwide reputation for efficiency, and it goes without saying that the Denton citizens generally had been unflinching cooperative and neighborly.

Although a number of communities throughout the country sought to be chosen as the site of this new facility, the wisdom of Denton's selection by the OCDM was freely acknowledged here in Washington. Since it would seem to be self-evident that a facility so important to national security should be constructed somewhere, and since there was no serious objection to the selection of Denton as a logical site, one would have expected that the appropriation of the necessary funds by Congress would have been routine. Actually, however, the task proved unusually difficult, even with the support of the President and the Democratic leadership in Congress.

The Administration had recommended

the appropriation of \$2,700,000 for construction of the facility, and the House subcommittee to which the bill was referred approved the expenditure. The full Committee knocked out the provision, however, and the House sustained the Committee's action, so there was no reference to the project in the measure as it emerged from the House. The Senate eventually restored the figure recommended by the President, and when its bill went to conference for an adjustment of differences with the House measure the proponents of the project, astutely led by Lyndon Johnson in the Senate and Frank Ikard in the House, succeeded in winning an appropriation of \$2,400,000 to assure its construction.

The resistance encountered on Capitol Hill betokened little opposition to Denton or the project *per se* but merely reflected Congress' long-manifested reluctance to plunge into the vast ramifications of a civil defense program (during the past nine years, for example, Congress has appropriated a total of only \$492,276 for civil defense, or 23 per cent of the \$2,176,353 sought). In many respects its

Denton and Defense: Dallas' enterprising neighbor will become an alternate capital of the nation.

reluctance is understandable, for the mere mention of civil defense conjures up prospects of mass evacuations of cities or enormous bomb shelters in congested population areas, and the average member of Congress cannot bring himself to believe that the former is workable or the latter practicable.

Whatever may be said of various programs devised to apply to the nation's population generally in the event of a nuclear war, the undertaking at Denton is in a different category entirely. It is specifically designed to provide a safe and efficient base of operations to insure the continuation of government in a time of dire emergency. Everyone prays that this "island of survival" will never be used for such a tragic purpose, but all should concede that this tense and troubled world offers no alternative but to create it and keep it in readiness. As the *Denton Record-Chronicle* expressed it succinctly, it represents "insurance we need for the day we hope never comes."

Forty Million Dollar State Fair



TENTS, stacks of vehicles and barbed wire set the scene for the Fair in 1900. Today, large photo below, permanent Fair Ground facilities are valued at more than \$40,000,000. Fair attendance has more than trebled since 1886.



making at the front gate to the fairgrounds, the traditional opening day parade will trumpet its way up Main Street in downtown Dallas, led by Governor Price Daniel, Mayor R. L. Thornton Sr. and other dignitaries. Mr. Thornton doubles in brass on this day, since he is also, of course, president of the State Fair.

The State Fair of Texas is recognized far and wide as the largest annual exposition in the nation—in terms of attendance.

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Last year, attendance at the Fair totaled 2,757,734 during the sixteen days of the big show.

The Fair is noted as well for its marvelous physical plant, its forward-looking management and its amazingly diversified program that seeks to provide "something for everybody" and does it consummately well.

How does a city build a great institution like the State Fair of Texas?

In this instance, it is impossible to give too much credit to the men behind the Fair—the members of the board of directors, which comprises 48 prominent Dallas businessmen, the committee workers who give freely of their time and energies to make the show a success, and the broad civic support from the entire city.



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MBER, 1959

The history of the Fair dates to 1886, but it has been during the past quarter of a century that the greatest growth and development of the Fair have taken place—both in attendance and providing the wondrous facilities which today are valued at more than \$40,000,000.

Twenty-five years ago, in 1934, the State Fair was approaching the end of an era. That year, in the tag end of the depression, attendance totaled 906,148. The Cotton Bowl seated

(Continued on next page)



45,507 spectators. The show at the Music Hall was an indoor circus called "The Show of a Century." The fair was a big and successful one by standards of state fairs at that time, but nothing approaching the giant exposition of today.

Behind the scenes, even as the Fair of 1934 came to a close, Dallas businessmen led by civic leaders like Bob Thornton were busy trying to bring the central celebration of the Texas Centennial Exposition to Dallas. The attempt was successful and in the fall of 1935 there was no State Fair—the Centennial buildings were under construction.

The Texas Centennial transformed the fairgrounds completely. Existing buildings were modernized. New exhibit halls were built. The Hall of State and "civic center" buildings were constructed. The fairgrounds, itself, was enlarged by some 80 acres. When the Pan-American Exposition closed in 1937, the nucleus of the present matchless showgrounds was the Centennial's legacy to Dallas and the State Fair.

For the 1938 Fair, attendance was 926,310, but for the rest of the pre-war years, 1939-41, attendance climbed to well above a million for the first time since the fair of 1928—and stayed there.

For four years during World War Two, the fairgrounds lay dormant as far as the annual fairs were concerned, but in 1946 the Fair began a boom that hasn't been halted yet. In 1945 Mr. Thornton was elected president of the State Fair, a post he has held ever since, and it has been under his guidance and leadership that the Fair has risen to its present heights.

Attendance has climbed steadily almost every year since the war, with the two-million mark being passed in 1949. New buildings have sprung up to augment those left by the Centennial.

The Cotton Bowl was completely rebuilt and enlarged in 1948 and further enlarged in 1949 to give it its present capacity of 75,504. In 1948, the mammoth Automobile Building was built at a cost of \$800,000. The air-conditioned \$500,000 Women's Building was completed in 1954. And this year the new \$2,000,000 State Fair Livestock Coliseum will go into use.

But almost equally important as the growth of the physical plant has been the impetus the Fair has received from imaginative new concepts in entertainment, livestock shows and special attractions.

And for the 1959 State Fair, the vast facilities on the fairgrounds will be

utilized to the fullest extent of their capabilities.

The entertainment program is a glittering one, with more emphasis on free events than ever before. State Fair Musicals Inc. will present twenty-three performances in the Music Hall of "Star Light! Star Bright!", a musical show starring the McGuire Sisters, the top singing stars of the day, and will feature the noted comedy team of Rowan and Martin.

The internationally renowned "Ice Capades" will return for twenty-three performances of a brand new show.

The "Shower of Stars" will present the outstanding entertainment personages in their respective fields in a series of free shows that mostly will be staged in the Cotton Bowl. The stars of the free shows will be such "name" personalities as Herb Shriner, the Hoosier humorist; Red Foley, the popular country and western singer; Mitch Miller, famous recording artist; Johnny Puleo and his Harmonica Gang; Steve McQueen, the TV hero of the western "Wanted—Dead or Alive"; Sam Cooke, the blues and ballad singer, and Bandleaders Woody Herman, Perez Prado and Chris Barber with their orchestras.

There will be free daredevil aerial acts on the outdoor stage at the "top of the Midway," sponsored by the Mobiloil company. And the "million-dollar Midway" will stretch through the heart of the fairgrounds with all the thrill rides, side-shows, carnival attractions and amusement devices that anyone could desire.

The Fair's most ambitious and best rounded livestock program in history will center around the series of horse shows in the new Coliseum, with the widely heralded Pan-American Livestock Exposition lending an international atmosphere to the first week of the Fair, and the Junior Livestock Shows to follow during the second half.

Exhibit halls will bulge to capacity with the wares of all the world. In its second year, the Texas International Trade Fair will be greatly expanded, significant of success in bringing nations from the far corners of the earth together in one immense exhibition.

The Automobile Show with its new-model cars, the Agriculture Show with its theme of "Better Seeds for Better Living for Everybody," the Women's Building with its fashion shows and traditional homemaking exhibits, the new Outdoor Exhibit Terrace with its array of farm machinery, the Varied Industries Building with its governmental exhibits and elaborate replica of Japan's fabled "City of Nikko"—all will find enthusiastic pat-

ronage among the millions of Fair visitors. There will be the largest collection of Antique Automobiles ever exhibited at the fair and a new show that emphasizes leisure time pursuits called "Playtime, USA." Utility companies will go all out—the popular Electric Show coordinated by Dallas Power and Light Company, the Natural Gas Show commemorating the 50th anniversary of Lone Star Gas Company, the telephone exhibit of new electronic developments sponsored by Southwestern Bell Telephone Company. The various museums on the fairgrounds will all feature special fairtime exhibits.

The Cotton Bowl will be a busy place, with its "Shower of Stars" shows and four college football games. Following the SMU-Missouri grid game on the opening Friday night, the Texas-Oklahoma classic will be played on Saturday afternoon, October 10. The traditional tussle between the Longhorns and the Sooners is already a sellout.

A top-ranking Negro college game between Prairie View A&M College and Texas Southern University will be played Monday night, October 19, and the final Saturday afternoon, October 24, will find SMU battling it out with the newest member of the Southwest Conference, Texas Tech. In addition, eight junior high and high school games are scheduled between Dallas teams.

The special events calendar of the Fair as always is crowded with special days honoring cities, special groups and organizations.

On October 13, the giant Music Festival sponsored by the Fair and the Texas Music Educators Association will bring some 4,000 high school musicians to the Fair. October 14, the homefolks will turn out for Dallas Day, with the Dallas Junior Chamber of Commerce sponsoring the sale of Dallas Day Keys. Elementary school children from Dallas will attend the Fair on October 16.

And on October 17, the Fair and Dallas businessmen will play host to an estimated 100,000 Four-H club boys and girls, Future Farmers and Future Homemakers from all over the state for Rural Youth Day. The annual gathering is the largest of its kind in the nation. Enough food for any army will be served to the kids during the mammoth picnic on the main parking lot at noon.

On October 20, the Fair will recognize thousands of visitors for East Texas Day, which is jointly sponsored by the East Texas Chamber of Commerce. High school students will swarm the fairgrounds on October 23 and West Texans

(Continued on page 86)



Since 1903...A Partner of Dallas Good Providers

Dallas had a population of about 75,000 and horse-mounted policemen wore helmets when this picture of the 1903 State Fair Opening Day Parade was taken on Main street looking west at Martin.

Nearby on Main was the first home office of Southwestern Life Insurance Company, which had been organized that spring.

For 56 years Southwestern Life has been helping Dallas good providers plan a secure future — so much so that our immediate friends and neighbors in Dallas County alone have presently established individual SwL insurance estates aggregating more than \$230 million.

Photo:
Gov. S. W. T. Lanham of
Texas at left in early auto
leading 1903 parade.

More than \$450 Million in Assets



Southwestern Life INSURANCE COMPANY

James Ralph Wood, President Home Office, Dallas

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE & DISABILITY INSURANCE

Stars Light State Fair Galaxy

Entertainment
"for Everybody"

The name of the revue to be presented in the Music Hall during the 1959 State Fair of Texas—"Star Light! Star Bright!"—sets the theme for the giant exposition's entire entertainment picture, which will feature a host of big-name stars in a galaxy of sparkling shows.

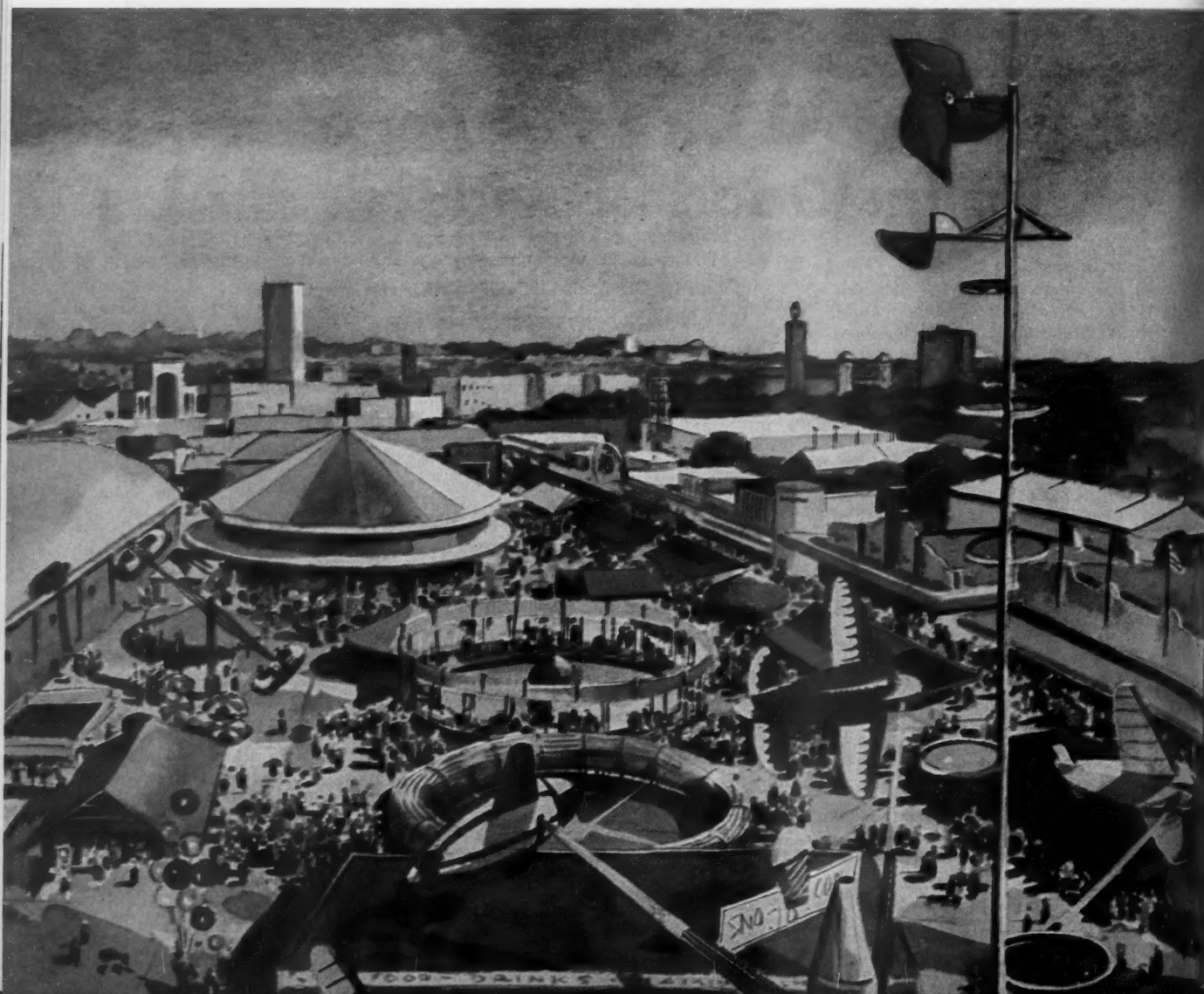
James H. Stewart, the exposition's executive vice president and general manager, terms this year's fair program "a

new high in variety and quality of entertainment."

In addition to the big Music Hall show and the colorful Ice Capades, the 1959 Fair will feature a "Shower of Stars" with such "names" as Mitch Miller, Perez Prado, Herb Shriner, Johnny Puleo and his Harmonic Gang, Red Foley, Steve McQueen and Sam Cooke, plus Woody Herman and Chris Barber and their jazz



Rowan and Martin





d Martin

ty of enter-

Hall show
the 1959
Stars" with
Perez
Puleo and
Foley, Steve
us Woody
their jazz



Woody Herman

orchestras.

Headlining the Music Hall revue will be the famous McGuire Sisters, fresh from a hit run at the Desert Inn in Las Vegas. This top singing sister team launched a successful stage career after appearing on television as regular members of Arthur Godfrey's television "family."

The featured comedy duo of Dan



Herb Shriner

the "greatest show on ice" will present the world's top stars on skates in nine colorful and lavish production numbers—"Snow White and the Seven Dwarfs," "Salute to the Black Watch," "Cavalcade of Hits," "Anchors Away," "Les Sylphides," "Samson and Delilah," "Pagliacci," "Faust" and "La Boheme."

Three of the circus world's top acts will appear in two free shows daily on the



The McGuire Sisters

Rowan and Dick Martin is considered to be the top comedy team in the nation today. In addition to various other appearances on television, they have been regulars on the Dinah Shore show.

Other feature acts in the big Music Hall show will include the Ballet Espanol, an outstanding troupe of Flamenco dancers and musicians; "Somethin' Smith and the Redheads," singing combo of recording fame; the internationally known dance team of Darvas and Julia; and the Manhattan Rockets, a chorus line of 24 precision dancers.

In the lobby of the Music Hall will be Dmitri Vail's exhibit of portraits of theatrical personalities.

Ice Capades' all new 19th edition of

Mobil Outdoor Stage — Les Kimris, two famous French aces of the air on an unusual airplane rigging high above the stage; The Egony Brothers, high bar and anchor act; and "Bobo" Barnett, a big clown with seven little animals.

The all-free "Shower of Stars" will start off with Perez Prado. The famous "King of the Mumbo" and his orchestra will head a show of top Latin American acts in "A Salute to Mexico" at 8 p.m. Monday, October 12, in the Cotton Bowl.

Next will come Mitch Miller as headliner—with 4,000 co-stars—of the Music Festival at 8 p.m. Tuesday, October 13, in the Cotton Bowl. Mr. Miller will receive a State Fair of Texas citation and will conduct the "cast of thousands" of massed high school musicians.

Red Foley will be back this year in the Cotton Bowl at 8 p.m. Thursday, October 15, with a brand-new Ozark Jubilee Show, featuring country and western music and comedy.

Steve McQueen, the "Josh Randall" of television's "Wanted — Dead or Alive," will headline the Elementary School Day show in the Cotton Bowl at 8 p.m. Friday, October 16. The popular Boy's Circus from Wichita Falls will be back for the show this year.

On Achievement Day, October 19, Sam Cooke, the ballads and blues singer and recording star, will be featured on the Mobil Outdoor Stage in shows at 3, 5, 7 and 9 p.m.

Herb Shriner, the Hoosier wit, will star in the East Texas Day show, backed by Johnny Puleo and his Harmonica Gang, some 50 queens of East Texas cities and festivals, and the high-precision high-stepping Apache Belles.

The 1959 "Shower of Stars" will have one brand-new feature in a brand-new location: a Jazz Festival in the new State Fair Coliseum. Woody Herman, "The Ol' Woodchopper," and his orchestra, and Chris Barber and his jazz band will be featured in the big show at 8 p.m., Wednesday, October 21.

Gigantic and brilliant pyrotechnical displays will accompany the "Shower of Stars" shows in the Cotton Bowl on October 12, 13, 16 and 20. Another fireworks display will be a feature of the Dallas Day show in the Cotton Bowl at 7:30 p.m., Wednesday, October 14.

(Continued on page 87)



One of many beautiful Ice Capades stars.

from TENTS to COLISEUM

GROOMING for a show, as important now as during early Fairs.



The opening of the new, \$2,000,000 State Fair Livestock Coliseum for the 1959 State Fair of Texas marks the beginning of a brand new era in livestock facilities and activities for the Fair, now in its 74th year.

And with the inauguration of the new State Fair of Texas Horse Show which will be staged in the Coliseum, the Fair will see its greatest expansion in the livestock field since the Pan-American Livestock Exposition was launched in 1953.

Needless to say, livestock has always been a popular and significant phase of the Fair and its facilities for housing and handling livestock shows make up a most important part of the Fair's present magnificent plant.

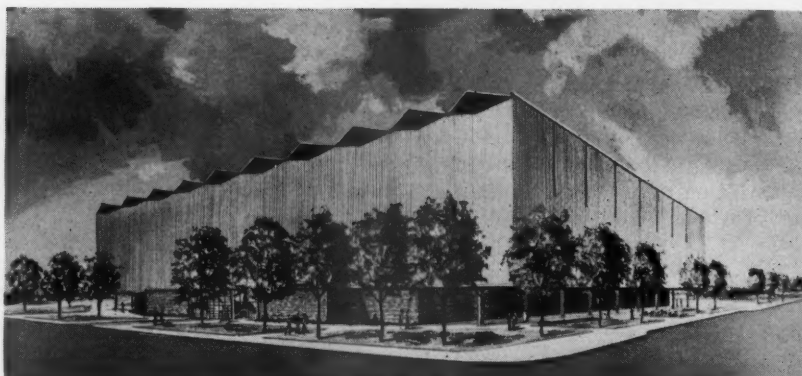
The new Coliseum, to be officially opened at ceremonies Saturday evening, Oct. 10, fills a definite need and at the same time rounds out the Fair's livestock plant, one that today is one of the finest of its kind anywhere. As late as 1950, the Fair had to resort to a huge circus tent, erected over the race track in front of the old grandstand, to house the big All-American Jersey Show of that year, just as many decades ago tents were undoubtedly used to house the livestock exhibits at early-day fairs in Dallas County.

A glimpse into the past indicates a few milestones on the road the Fair has travelled in building its livestock department and the facilities necessary to handle the hundreds of events to be featured at the fair this year.

The small fairs that were held in Dallas County prior to 1886, the year the State Fair of Texas was inaugurated, revolved mainly around horse racing and livestock trading.

That, of course, was the day of the "longhorn steer," the "broncho" pony, the "razorback" hog and the "yellowleg" chicken to whose passing the State Fair contributed in large part.

Sydney Smith, the State Fair's first secretary, wrote in a reminiscent article for



THE NEW \$2,000,000 Livestock Coliseum will open October 10.

CITY CHILDREN (above) learn about farm life in State Fair barns.

the Dallas Morning News that in 1872, when a fair was held by the North Texas Agricultural, Mechanical and Bloodstock Association: "Uncle Billy Miller had the only pedigreed bull in the county and Jack Hardy was the principal race horse at the fair; corn and cotton were the only crops and the plow and the hoe were the only means of cultivation."

The State Fair itself was influential in changing the livestock aspects of Texas' agricultural economy.

In 1885, the year before the first State Fair of Texas, the first registered breeding Hereford herd in this area was assembled. By 1909, when the State Fair had become well established, nothing but pedigreed and

registered stock was admitted to competition and more than 1,500 head were on exhibition.

During the inaugural State Fair of 1886, there was a sale of livestock every day for cattle, horses, sheep and hogs, and there were premium classifications for Herefords, Shorthorns, polled breeds, Holsteins, and Jerseys.

A sidelight that offers a more graphic commentary on the times, however, and a singular contrast with the sleek modern breeds of today, was the premium item at the 1887 fair that offered a prize for the longest pair of horns on a live steer, cow or bull, with no entries under four feet allowed.

Nevertheless, as the 20th century dawned, the Fair had fine livestock facilities for quartering 500 head of cattle, 200 horses, 700 swine and 300 sheep and goats.

Aside from the racing which was always popular at the fairs of yesteryear, horses have played a big part in State Fair livestock shows. The 1905 premium list had classes for standardbred trotting horses, draft horses, farm horses, carriage and buggy teams, thoroughbreds, roadsters, horses-of-all-work, jacks and jennets, mules, cleveland bays, saddle horses, coach horses and shetland ponies.

The State Fair's first large Coliseum building, erected in 1910 for the Silver Anniversary of the Fair, was designed principally for horse shows, just as the Fair's new 1959 model Coliseum is most suitable for equestrian performances. The building was constructed at a cost of \$90,000, a fraction of what it cost to build today's coliseum structure, which dwarfs the 1910 facility.

The 1910 Coliseum was used for horse

During the twenties and thirties, the Fair's livestock facilities were consolidated in one section of the fairgrounds, in the same general area where they stand today. An earlier livestock pavilion or coliseum was enlarged in 1929 and remodeled, along with its adjacent livestock buildings, for the Texas Centennial in 1936. In addition, \$490,000 was put into new livestock facilities for the Centennial. In 1941, this coliseum structure was converted into an ice arena, possibly the first one on any fairgrounds.

Following World War Two, the State Fair's livestock facilities were upgraded along with the rest of the exposition plant.

In 1947 the huge fireproof cattle barns were built at a cost of \$216,000 to house 1,106 head of cattle. Then in 1951, a Livestock Judging Pavilion costing \$125,000 and seating 3,200 was built adjacent to the cattle barns. Here for the past eight years, horse shows and cattle judging have been held.

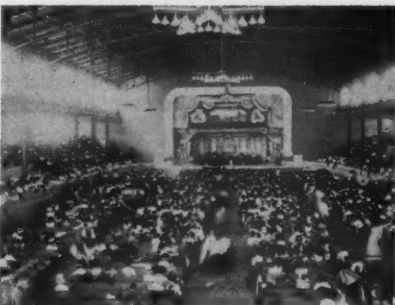
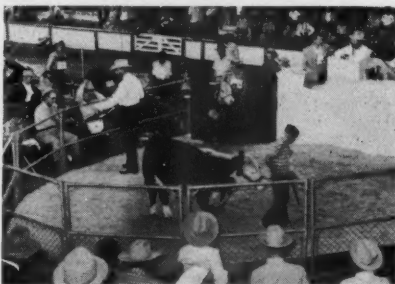
Construction of the new State Fair Livestock Coliseum was authorized in a \$2,000,000 bond issue voted by the people of Dallas in 1945, but first one and then another more pressing civic project took precedence.

Finally, work was begun on clearing the site, shortly before the 1958 State Fair.

The new Coliseum, which will be put in use for the first time during the 1959

JUNIORS parade stock, compete for prizes.

FIRST COLISEUM, (bottom below) was used for both livestock and concerts.



Fair, stands on the site of the old Grandstand and Picnic Pavilion. At one time, the Pavilion served as clubhouse during the heyday of the race track which circled what now is the main parking lot.

Basically an all-steel structure with its outer "skin" painted a pleasant blue-green color, the Coliseum is of the self-bracing inclined truss design which will afford excellent acoustical properties and permit economical lighting, heating and future air conditioning. The design also provides a desirable ceiling over the arena, in contrast to the usual arch or dome found in older structures of this type.

The Coliseum includes a main exhibition hall 240 by 300 feet, and a connecting stock barn equipped with 304 horse stalls and an exercise ring. The horse building — a real "horse palace" — is the most modern type, with washrooms and tack rooms.

Total seating capacity is 7,108 with 5,768 fixed stadium chairs and 1,340 loose chairs in boxes. All seats are aligned on the long sides of the 120 by 240 foot arena floor, and there are no seats in the "end zone" sections.

Although the Coliseum has been conceived primarily for livestock and horse shows, including rodeos, the acoustical treatment, speaker system, dressing room facilities, distribution and control of lighting, arrangement of access to the arena floor will all help to permit a flexible use of the building for a wide variety of shows and sports events. Seating for a center focus event, such as boxing or wrestling, can be increased to 11,000 through use of chairs on the arena floor itself.

It is appropriate that the Coliseum, the big new feature of the Fair this year, should be opened at a time when the State Fair will boast a record premium total of \$120,066 in all its livestock divisions. The shows will feature thirty-six different breeds of registered purebred livestock and horses and more than twenty-two varieties and strains of poultry.

There will be eighty-seven different shows, 1,147 judging events and 10,434 awards — a treasure trove of polished plaques, gold and silver trophies, a rainbow of rosettes and ribbons, and bales and bales of banners.

The four big divisions will encompass an estimated 5,000 exhibitors with a total of 12,000 entries. They are the Pan-American Livestock Exposition, Oct. 10 - 18; the State Fair of Texas Horse Show, Oct. 10 - 25; the Junior Livestock Shows and Auctions, Oct. 20 - 24, and the State Fair

(Continued on Page 84)

CALF CUTTING contests will be popular again during the State Fair.

shows for some five years when livestock activity shifted to another part of the fairgrounds. From that time on it housed the major theatrical attractions presented during the fair, with park benches placed directly on the dirt floor of the arena.

It was also the scene of important political gatherings and grand opera was even presented here for several seasons. Eventually, a floor was built in and regular theater seats installed. The building continued to serve as a theater until the present State Fair Music Hall was constructed in 1924, at which time the old Coliseum was turned into an Agricultural Exhibit Hall. The building, now used as a warehouse, still stands at a corner of the fairgrounds.



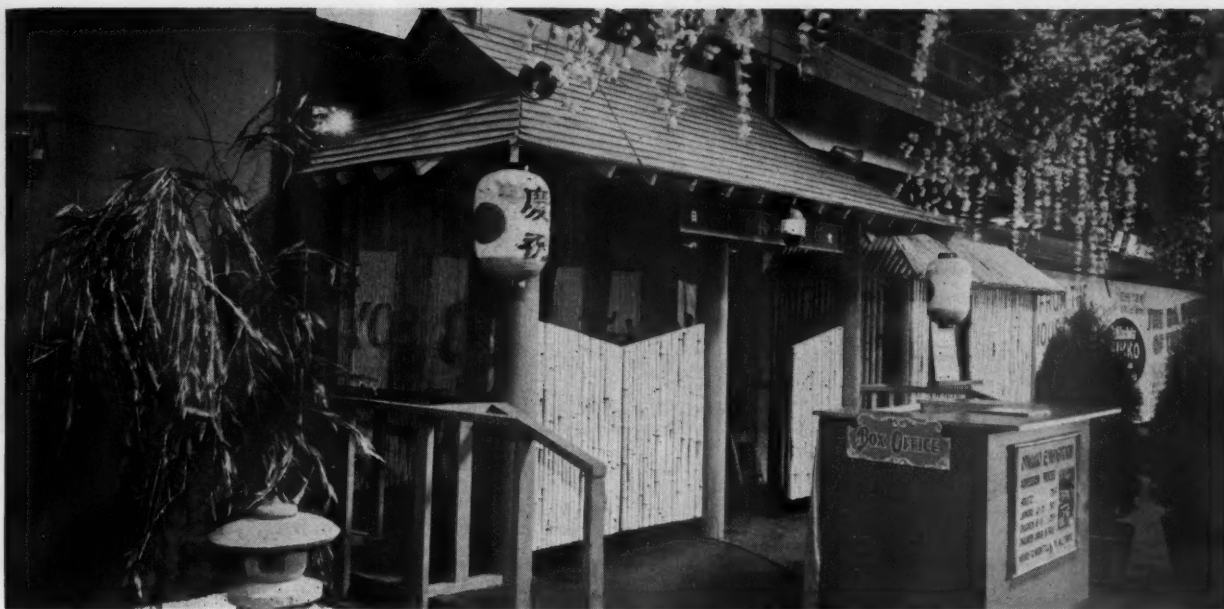
TIMESAVING

When speed is essential to your national and international banking transactions, Republic National Bank's world-wide correspondent network saves you time and worry, assures you of fast, dependable service. This, plus experience, facilities and an interest in your financial requirements make Republic the "businessman's bank." How may we serve you?

REPUBLIC NATIONAL BANK OF DALLAS

CAPITAL AND SURPLUS \$100,000,000 • LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



A REPLICA of the fabled Nikko Shrine in Japan, built at a cost of \$2½ million by Japanese craftsmen, is one of Fair's new exhibits.

FAIR EXHIBITS GET NEW LOOK

A goal that the State Fair of Texas annually sets for itself poses one of the biggest challenges faced during the hectic behind-the-scenes preparations for the nation's largest annual exposition. This is the task of giving the fair's huge exhibition halls a "new look" each year.

To accomplish this, the fair's exhibits department works closely throughout the year with hundreds of exhibitors who literally come from all over the world, fitting the jigsaw puzzle of the Fair exhibit picture together.

Once again this year, the Fair will showcase a glittering array of products and wares heralding the latest inventions and developments from tractors to teacarts. In charge of planning and coordinating the entire exhibits operation, a project started even before last year's fair closed its gates, are Joseph B. Rucker Jr., manager of sales and special events, and his assistant sales manager, Kenneth W. Erickson.

One of their most successful "brainchildren," the Texas International Trade Fair, will be in its second year during the 1959 State Fair. This year's Trade Fair will surpass anything ever seen here before, occupying over half the floor space

in the huge General Exhibits Building, the largest exhibition hall on the fairgrounds.

At least ten nations from all over the world will exhibit their best-known products, be they exquisite glassware, silks or foreign cars. Tourist attractions will also be heavily emphasized. The governments of Austria and Israel will be exhibiting for the first time this year. Other countries with exhibits in the Trade Fair include Italy, Belgium, Sweden, Germany, Great Britain, Japan, Korea, and the United Arab Republic.

The International Bazaar, where fairgoers may buy the wares of foreign nations, will feature the products of 13 countries. The Trade Fair exhibits are sponsored by the governments of the countries, while the bazaar is the work of foreign importers. Lovely perfumes, gift items of all types and prices are proffered in the gay booths of neighboring Mexico to far-off Taiwan. Importers will offer goods for sale from India, Japan, France, Germany, the Netherlands, Sweden, Switzerland, Korea, Greece, Turkey and Africa as well.

Another good example of how the Fair keeps up with current trends is Playtime, USA, an all-new major attraction at the 1959 Fair. Playtime, USA, a display of all sorts of products and equipment for leisure time activities, is designed for fun-finding Texans.

Boats, swimming pools, hobby items like mosaic tile crafts and gem collections, patio implements for those backyard barbecues, photography equipment for camera bugs, water — and even snow — skis, will all be part of the colorful exhibit dedicated to the proposition that people are relishing leisure more than ever before. The expansive new pleasure show will be housed in the Varied Industries Building.

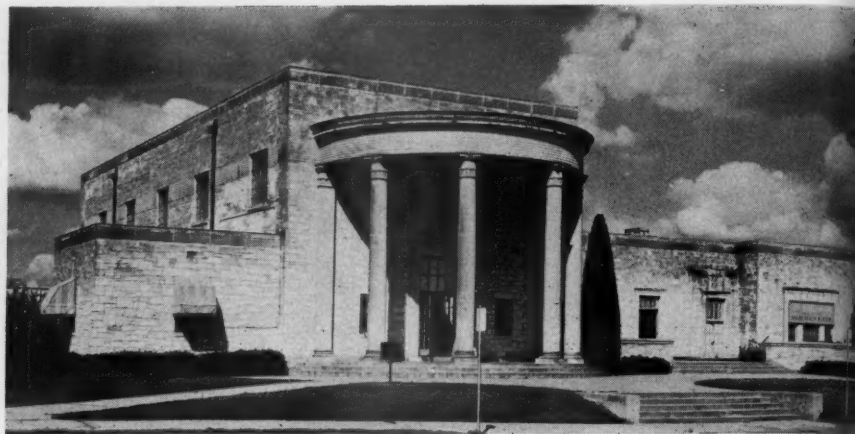
Still another new concept in exhibits is being broached this year in the Outdoor Exhibit Terrace, a plaza encompassing three acres near the General Exhibits Building, where all the outdoor exhibits — the farm machinery, antique autos and greenhouses among many others — will be spaciouly shown.

The terrace will be well-illuminated for evening visitors and the area will be paved and landscaped to form an attractive setting for the huge show. For the convenience of visitors, all the outdoor exhibits at the Fair are to be found in one central location this fall.

Farm machinery, formerly scattered in separate exhibits throughout the fairgrounds, will occupy the largest portion of the exhibit terrace.

An antique auto show, always a popular attraction with fair visitors, will be the largest of its kind ever brought to the Fair, and will also be a feature of the Outdoor

(Continued on Page 91)



Dallas Health and Science Museum.

Fair Park Museums Form Civic Center

The imposing civic center at State Fair Park, a cultural and educational complex that is perhaps unique in the nation for beauty, utility and convenience to its patrons, is a worthwhile Dallas asset that serves the entire Southwest.

And it is undoubtedly true that no other locale can claim an intimate grouping such as the one at State Fair Park which includes one of the four largest aquariums in the nation, the unique concept of a combined health and science museum, an extensive and progressive fine arts museum, the comprehensive historical collections housed in the Texas Hall of State, the elaborate series of wildlife exhibits in the natural history museum, and the lovely new garden center.

The six buildings that house the five museums and garden center operations are all within easy walking distance of one another, accommodating a myriad variety of exhibits ranging from art masterpieces to the very much alive denizens of the Aquarium.

The civic center grouping is made up of the Dallas Museum of Fine Arts, the Dallas Museum of Natural History, the Dallas Aquarium, Dallas Health and Science Museum, Texas Hall of State and the Dallas Garden Center. All of these facilities, each administered by separate groups, have been cited by national authorities for excellence in their respective fields.

The civic center buildings, like many of the other buildings at State Fair Park, were constructed for the Texas Centennial Exposition in 1936 at a cost of many million dollars. The cost of dupli-

cating them today, of course, would be fantastic.

The buildings that house the Aquarium, Museum of Natural History, Health and Science Museum and Museum of Fine Arts are the property of the City of Dallas, and the first two are operated by the Dallas Park Department. However, the Health and Science Museum is governed by a board of trustees representing the professions and industry. The Museum of Fine Arts is administered by the Dallas Art Association which also supplies funds to finance special events and acquisitions. The million-dollar Texas Hall of State is owned by the State of Texas but is in the custodial care of the Dallas Historical Society. The Dallas Garden Center is administered by a board of directors of private citizens.

Regional in scope and attracting widespread attendance throughout the year from residents of this entire area as well as Dallasites, the museums naturally put their best feet forward for the annual October exposition of the State Fair of Texas, when patronage is at its heaviest. The happy fact that the facilities are located on the fairgrounds has meant that the attendance for the 16-day-period of the State fair alone usually exceeds what a similar facility would have throughout all the rest of the year if located elsewhere.

And needless to say, a great many of the fair's over two-and-a-half million visitors who might never pay a special trip to an art or historical museum are lured to them as part of "seeing the fair."

During the State Fair period alone, the Health and Science Museum has had as many as 265,188 visitors, according to actual count. The Museum of Fine Arts has counted as many as 131,715 patrons during the 16-day fair, with a record attendance of 28,930 people on one single day. The Aquarium has had fair-time attendance figures totaling as high as 176,436 and the Museum of Natural History has played host to as many as 108,524 visitors during the fair period.

Highlighted among the special exhibits for the 1959 State Fair will be a panoramic vista of Man Conquering Space, at the Dallas Health and Science Museum. Fairgoers may inspect a working model of a space platform, huge rockets, the strange clothing and food required for a man zooming into space, in a huge exhibit occupying 10,000 square feet of museum space. All the physical rigors and hardships placed on a man traveling in space will be explained with the models and the authentic scientific information furnished by the Armed Services and national defense industries.

The Spitz Planetarium adjoining the museum will take up the call to outer space with a show "The Sky's Not the Limit," dramatically displaying man's celestial environment as he travels out of the earth's atmosphere. Shows will be given daily at the planetarium, at 1,3 and 5 p.m. Mondays through Thursdays, with as many as seven daily shows on weekends.

At the Museum of Fine Arts will be three major exhibitions planned especially

the Museum.

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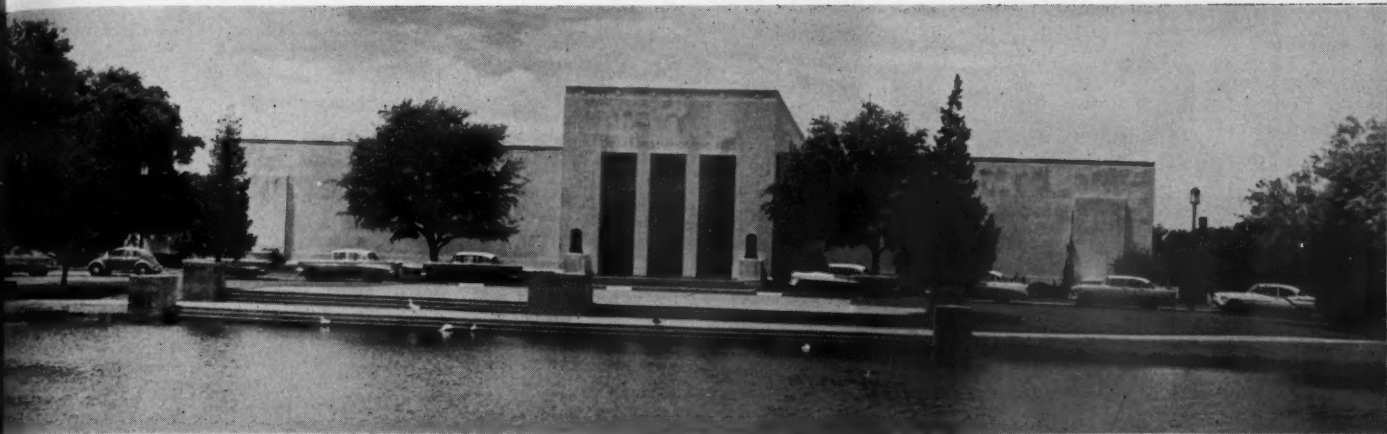
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MBER, 1959



Museum of Fine Arts, above.

Museum of Natural History, right.

for the fair, in a show of unusual importance to art lovers.

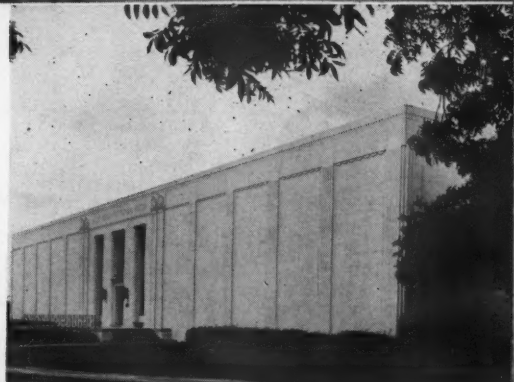
Life Magazine's famous "Illuminations," the collection of 50 of the world's greatest paintings reproduced in full-size, full-color transparencies, will be a feature exhibit. This will mark the first time fair visitors can view under one roof the famous paintings that are scattered in museums around the world. The show includes such masterpieces as DaVinci's "Mona Lisa," Botticelli's "Birth of Venus," and Michelangelo's breathtaking Sistine Chapel ceiling from the Vatican in Rome, which has been reproduced one-fourth its size to hang overhead in the sculpture court at the museum.

The exotic paintings of contemporary South American artists will also be hung for the Fine Arts Museum fair show, in an exciting exhibit of "South American Art Today." Ten South-of-the-Border countries will be represented in 69 paintings imported especially for the fair

through the Pan American Union in Washington, D. C. A sampling of the crude ancient arts in South America will be shown. In addition a third exhibit is scheduled in the 21st annual State Fair of Texas Painting and Sculpture show presenting 80 new prize-winning works of Texas artists. More than \$3,350 is being awarded this year to the painters of the exhibited works.

The famous Texas Hall of State plans a novel "show within a show" exhibit for fair-goers. An historical display of fairs, entitled "Fairs Are Fabulous—and Fun!", will trace all sorts of fairs from the first mudhole trade shows to the giant State Fair of Texas in quaint photographs and displays. Also to be seen in the Hall of State will be the lavish costumes of leading socialites, sported at afternoon teas and nights at the opera from 1880 on in the beautiful "Social Butterflies" display. Still another feature will be the thrilling

(Continued on Page 92)



Dallas Garden Center.

Dallas Aquarium, right.

Texas Hall of State.





"Me first!"



"Maybe I'll need two."



"Football is for grownups."

"Something for everybody" has long been a slogan of the State Fair of Texas. The success of this endeavor is reflected in the Fair's general appeal to everyone.

But it has a special attraction for small boys. Mr. and Mrs. E. Howard Pietsch of Dallas proved this by touring the Fair at the heels of their 5-year-old son, Howard Clark.

The parents saw the Fair, but the boy was in another world of exciting sounds, sights, smells and tastes. It was an experience he will long remember . . . at least, until he goes to the Fair again.



"Bye, everybody. We're going down the 'Mighty Mississippi'."

EW
AIR

grownups."

EMBER, 1959



PHOTOGRAPHS by Bill Edwards
PRODUCED by Katherine Gaines

"Are you scared, Daddy?"



"Let's ride 'em all."



"Convertibles are the best kind to drive."



"It's easy, Mommie. Just hang on."

"Does he like the Fair, too?"



"Oh-h-. We ought to get one of these."



"Mommie rides the Merry-Go-Round."



"This is girl stuff."



"The Fair sure is fun!"

STAYING AHEAD

***More Modern Terminals and New Equipment Help
Dallas Set Pace in Southwest Motor Transport***

A section of East Texas Motor Freight's new million-dollar terminal on Irving Boulevard.



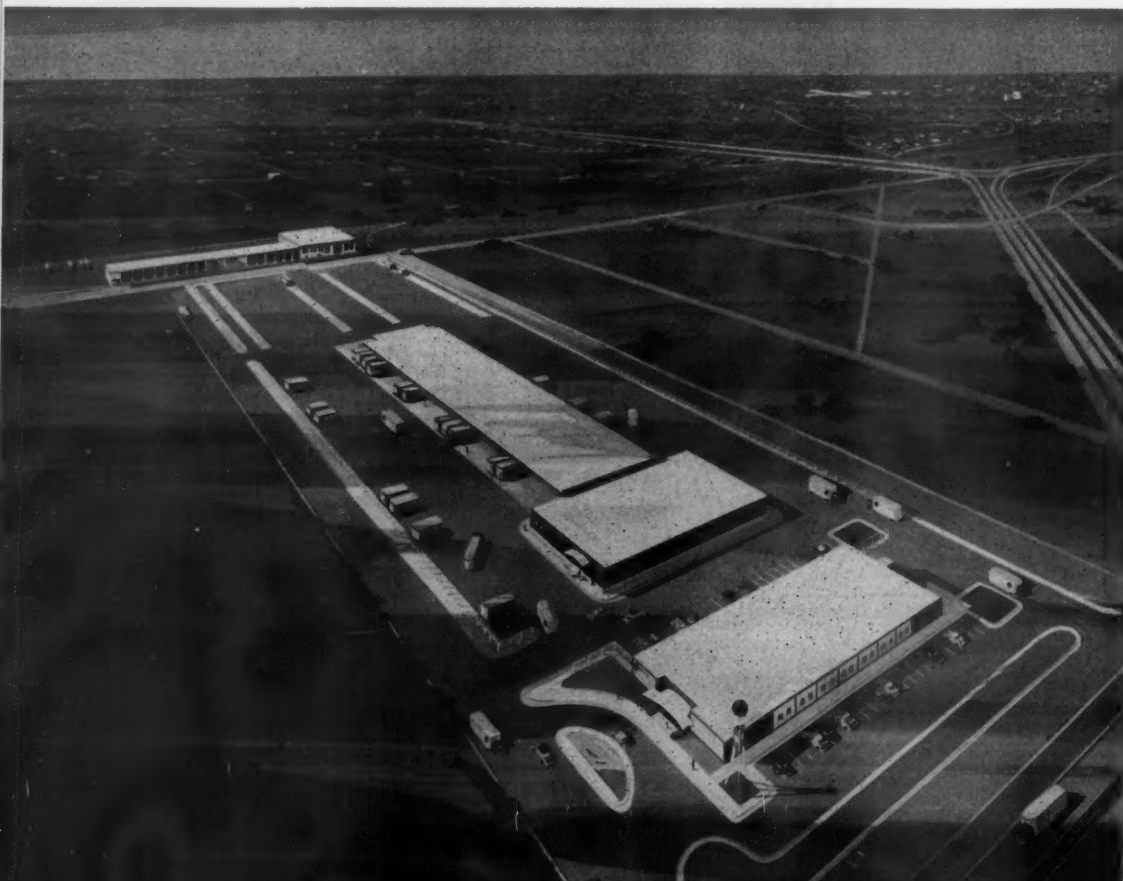
by Tom McHale

Staying ahead in transportation has always been one of Dallas' major commercial objectives. This policy extends back to the organizers of the Dallas Chamber of Commerce fifty years ago — and beyond that to the founding fathers of Dallas who brought the first railroads here in the early seventies.

Today, Dallas is staying ahead in the vital area of motor transportation. Its expanding position in recent years is re-

flected in a multiple modern motor freight terminals covering hundreds of acres. It shows up in thousands of new power units and high-cube trailers added to the operating fleets serving Dallas. It is exemplified in direct service expansion of Dallas based lines and major motor carriers maintaining important terminal operations here.

Dallas is proving to be an excellent basing point for motor



Architect's rendition of "Texas-size" Red Ball Motor Freight terminal designed by George Dahl, now building on 20-acre tract fronting Irving Boulevard, Calvert and Halifax Streets.

t Help sport

s covering
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of Dallas
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for motor

carrier operations. Thirty-five common carrier motor lines maintain terminal facilities in Dallas. This makes it possible for Dallas wholesalers and distributors to provide overnight service to more key points in the Southwest than any other city. Dallas has more State and Federal Highway connections than any other Southwestern city and this goes back to more than five decades of spadework by various highway committees of the Dallas Chamber of Commerce.

Fifty years ago when the Dallas Chamber of Commerce began operating, the movement of freight in and out of Dallas was geared to the speed of the draft horse at its point of origin and destination. Today, one of the transport problems of Dallas and other major cities is the elimination of time lags due to traffic bottlenecks in picking up and delivering freight from central terminals. Dallas' growing network of planned expressways, the gradual elimination of outmoded downtown curb parking, and the strategic dispersal of its modern motor freight terminals with easy access to its downtown area and industrial districts are giving Dallas additional motor transport advantages.

One of the newest projects helping to keep Dallas ahead in motor transport is the "Texas-size" Red Ball Motor Freight headquarters now in the first stages of construction on a 20-acre site fronting on Irving Boulevard, Calvert and Halifax Streets. This new Red Ball Terminal will be one of the finest and largest individual terminals in the nation. The docks on its main terminal building will include 40,000 square feet of space equipped with the latest mechanized freight handling equipment. These docks will be 500 feet long and capable of accommodating 100 units at one time. Its new maintenance shops will take up



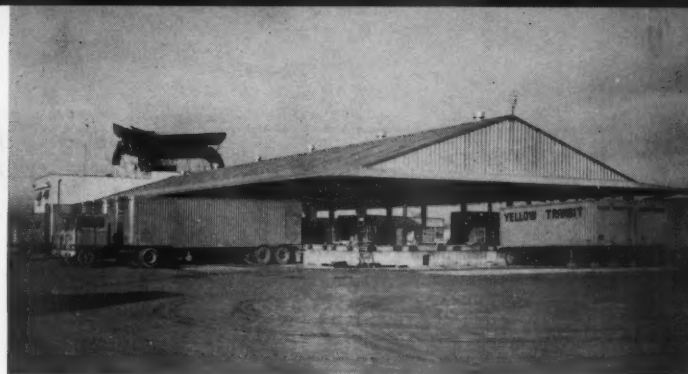
Typical tractor and trailer unit making up part of Southern Plaza modernized fleet.

50,850 square feet and its T terminal local offices and General offices will occupy 18,500 square feet each.

The magnitude and scope of this Red Ball project points up the development of motor transport in the Southwest during the past three decades and marks another success story in Dallas-based transport. Back in 1927, Henry English, now

Lee Way unit in front of new Lee Way-Sooner Terminal at Record Crossing Road.

DALLAS • SEPTEMBER, 1959



Partial view of equipment and loading docks at Yellow Transit Terminal on Hines Boulevard.



White Diesel Freight Liner and Strick Refrigerated Trailer in Gillette - Western Fleet.

Board Chairman of Red Ball, sold a small bus line operating between Dallas and Greenville and started Red Ball in Lufkin. His first operation consisted of two small units operating between Lufkin and Houston. Today, Red Ball operates approximately 1,200 units in six Southwestern states. Its 6,000 route mile system extends from Gulf Coast ports to Denver. With 1,200 employees, other Red Ball top executives include O. B. English, president and Bob Sanford, vice-president for sales.

Another prime example of expansion by a Dallas-based

(Continued on Page 59)



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World's Smallest,
Lightest, Battery Pocket
RECORDER



RECORDS
4 hours
On One Reel
Weights 1 3/4 Lb.

**Invaluable to BUSINESS
and PROFESSIONAL Men**

**Records On-The-Spot • Plays Back
Instantly on Mailable Reel, Reusable
Thousands of Times.**

Palm-size MINIFON hears all, forgets nothing, makes no mistakes, saves writing, gets both the word and spirit of meetings, idea-sessions, on-location interviews.

Contractors, inspectors, field engineers, etc., carry MINIFON for on-the-spot observations and dictate needed corrections . . . Polls and surveys easily recorded. Psychiatrists do away with jotted notes, doctors and dentists record case histories and valuable clinic lectures . . . Executives, speakers, instructors, sales managers use MINIFON for conferences, for teaching, for speech criticism, conventions and immediate playback — MINIFON is the only infallible memory of the spoken word a person can carry — the "handiest," most logical aid ever! Greatest time saver, too!

Use MINIFON on desk or conceal in pocket and wear tie-clip or wrist watch "mike." Many other efficient accessories for MINIFON to record phone calls, radio or TV speeches, jokes, etc. MINIFON records up to 100 feet.

Use anywhere. Talk ideas or answer correspondence while driving or flying. Record, play back, erase, re-record on same clear-talking rugged reel thousands of times, all at the touch of push-buttons. Recorded matter can be kept forever or easily transcribed by any secretary.

IDEAL EXECUTIVE GIFT

Come in or call for a demonstration in your office today.

**ERNSTROM'S
RECORD SHOP**

4356 LOVERS LANE EM 1-7141

Established 1939

REGULAR ROUTE, GENERAL COMMODITY MOTOR COMMON CARRIERS SERVING DALLAS

Carrier	Home Office
Arkansas-Best Freight System, Inc.	Ft. Smith, Arkansas
Braswell Motor Freight Lines, Inc.	El Paso, Texas
Brown Express	San Antonio, Texas
Central Freight Lines, Inc.	Waco, Texas
The Chief Freight Lines Company	Kansas City, Missouri
Consolidated Forwarding Company, Inc.	St. Louis, Missouri
Coordinated Transportation Co. (M-K-T R.R.)	*Dallas, Texas
East Texas Motor Freight Lines, Inc.	*Dallas, Texas
England Bros. Truck Line, Inc.	Fort Smith, Arkansas
Gillette Motor Transport, Inc.	*Dallas, Texas
Herrin Transportation Company	Houston, Texas
Houston & North Texas Motor Freight Lines, Inc.	*Dallas, Texas
Jones Truck Lines, Inc.	Springdale, Arkansas
Landa Motor Lines (I.&A. Ry.-KCS R.R.)	Kansas City, Missouri
Lee Way Motor Freight, Inc.	Oklahoma City, Oklahoma
Merchants Fast Motor Lines, Inc.	San Angelo, Texas
Mid Continent Freight Lines, Inc.	Oklahoma City, Oklahoma
Miller & Miller Motor Freight Lines	Wichita Falls, Texas
Red Arrow Freight Lines, Inc.	Houston, Texas
Red Ball Motor Freight, Inc.	*Dallas, Texas
Republic Truck Line	*Dallas, Texas
Riss & Company, Inc.	Kansas City, Missouri
Roadway Express, Inc.	Akron, Ohio
Sante Fe Trail Transportation Co. (AT&SF Ry.)	Wichita, Kansas
Southern Pacific Transport Co. (S.P. Co.)	Houston, Texas
Southern-Plaza Express, Inc.	*Dallas, Texas
Southwestern Transportation Co. (StLSW Ry.)	Texarkana, Texas
Strickland Transportation Company, Inc.	*Dallas, Texas
Sunset Motor Lines	San Angelo, Texas
Texas-Oklahoma Express, Inc.	*Dallas, Texas
The Texas & Pacific Motor Transport Co. (T&P Ry.)	*Dallas, Texas
Transamerican Freight Lines, Inc.	Detroit, Michigan
Transcon Lines	Los Angeles, California
Viking Freight Company	St. Louis, Missouri
Yellow Transit Freight Lines, Inc.	Kansas City, Missouri

REFRIGERATED COMMON CARRIERS (WITH DALLAS FACILITIES) — L.C.

American Trucking Company	*Dallas, Texas
Denver-Albuquerque Motor Transport Company	Denver, Colorado
Frozen Food Express	*Dallas, Texas
Refrigerated Transport Company of Atlanta	Atlanta, Georgia
Refrigerated Transport Company of Texas	*Dallas, Texas
Trans-Cold Express	*Dallas, Texas
Watkins Motor Lines	Thomasville, Georgia

MOTOR CARRIER EXPRESS

Morgan-Mistletoe Express	Oklahoma City, Oklahoma
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Source: Research Department, Dallas Chamber of Commerce.

SOMETHING FOR EVERYBODY!

Wonderful Entertainment

Star Light! Star Bright! A fabulous evening's entertainment starring the sensational McGuire Sisters and featuring other top talent.

Ice Capades. World famous skating spectacle.

Shower of Stars. Personal appearances by big-name entertainers. Free. Oct. 12, 13, 14, 15, 16, 20, 21.

Million-Dollar Midway. Gala carnival and fun zone...one of America's greatest.

Great Livestock Shows

New Livestock Coliseum. The \$2,000,000 State Fair Coliseum, seating over 7,000, to be dedicated during the 1959 Fair.

Horse Shows. Three great series of shows, premiums of \$34,840.

Pan-American Livestock Exposition. International meeting place for cattlemen of the Americas, \$60,247 in premiums. Oct. 10-18.

Junior Livestock Shows. Premiums of \$21,951 to encourage livestock raising by the youth of Texas. Oct. 19-24.

Exhibits Galore

Texas International Trade Fair. Exhibits by nations from all over the world.

Playtime, U. S. A. Major exhibition of "fun" equipment for leisure-time pursuits.

City of Nikko. Replica of fabled Japanese city of shrines and pagodas.

Automobile Show. Third largest on the continent, featuring new 1960 models.

Women's Building. Free daily fashion shows, traditional exhibits.

Agriculture Show. How scientists breed "better seeds for better living."

Museums. Fine Arts, Health and Science, Texas History, Wildlife, Aquarium.

Cotton Bowl Football

Oct. 9
SMU vs. Missouri, 8 p.m.
Oct. 10
Texas vs. Oklahoma, 2 p.m.
Oct. 19
Prairie View vs.
Texas Southern, 8 p.m.
Oct. 24
SMU vs. Texas Tech, 2 p.m.

OCT. 14 is DALLAS DAY

Come to the FAIR!

Nation's largest
Annual Exposition!

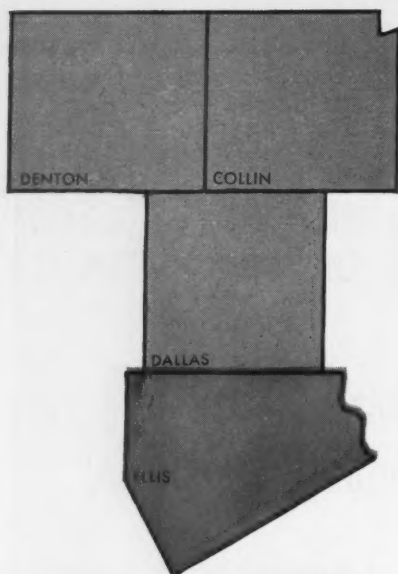
The SHOW that

TOPS 'em all!

1959

STATE FAIR OF TEXAS

Dallas Oct. 9-25



ELLIS COUNTY

...a part of the Dallas Metropolitan Area

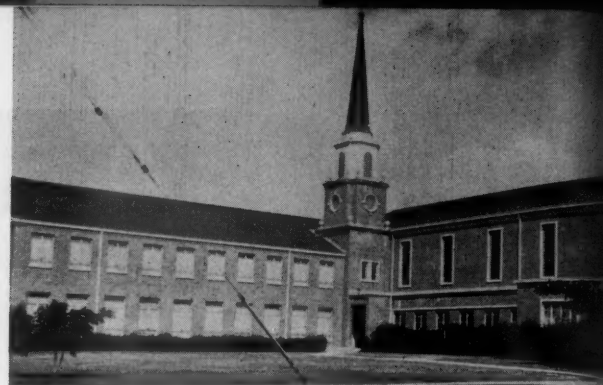
Ellis County, largest in the Dallas Metropolitan Area with 953 square miles of land area, offers a balanced economy combining industry with agriculture. In recent years both of these phases of the county's economy having been growing at a very rapid rate, providing a rosy outlook for this southern neighbor of Dallas. It is in industry that Ellis County has been particularly outstanding. It's 52 manufacturing plants employing almost 4,000 persons make it the most heavily industrialized of the three new counties added this spring to the Dallas Metropolitan Area. And Ellis county continues to be popular with new industry; just this month, two new major industries were announced for the county.

Ellis County numbers some 142,700 citizens, with few of them more than 30 minutes from downtown Dallas. Waxahachie, with an estimated population of 14,500, is the county's largest city and serves as County Seat. Ennis with a population of close to 10,000 gives Ellis County a second city which none

of the other counties can boast. The proximity of Ellis County to Dallas is further heightened by the fact that the two counties are connected by more and better highways than any other two counties in the state of Texas. US highways 67, 77 and 75 all connect Dallas and Ellis County.

Gently rolling surfaces of black land with some hills in the western part of the county generally describe the terrain of Ellis County. The Trinity River forms a part of the eastern border of the County with Chambers Creek running almost through the middle. Most of the land is largely black waxy soils, though some loams and sandy loams can be found. All of the soil is largely of limestone origin.

Created in 1849 and organized in 1850 from the territory of Navarro County, Ellis County has from its very beginning had a colorful and exciting history. Richard Ellis, a noted jurist for whom the county was named, was president of the Constitutional Convention of 1836, which declared the



First Methodist Church at Ennis.

EDITOR'S NOTE: *This is the third of a series of articles on the three new counties added to the Dallas Metropolitan Area by the Federal Government this year. Articles on Collin and Denton Counties appeared in the July and August issues of DALLAS.*

Below, Larkin Packer Co., Inc., at Waxahachie manufactures specialty oil field equipment.

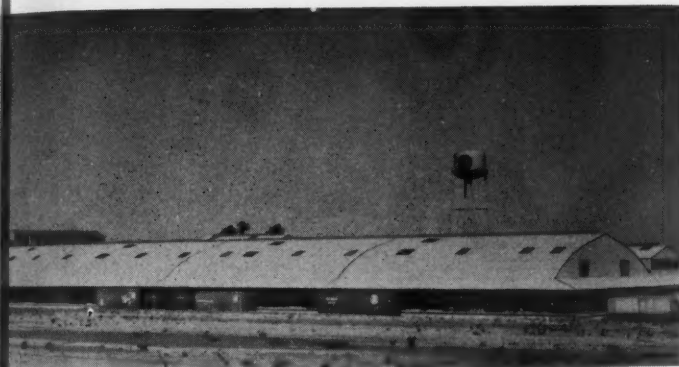




Planters Cotton Oil Co., Ennis.



Ennis Tag and Salesbook Co.



Flintkote Manufacturing, Ennis.

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Independence of Texas from Mexico and he served as a member of the Congress of the new Republic of Texas. The Chisolm Trail ran through Waxahachie on what is now known as Rogers Street. Also on Rogers Street is the site of a powder mill which served the Confederacy during the Civil War.

Waxahachie is located on Waxahachie Creek, from which the city derives its name, an Indian word meaning cow or buffalo creek. The first white settler came here in 1846 and his land gifts for the town site aided in the selection of Waxahachie as the County Seat in 1850. Waxahachie has grown from a population of 1,354 in 1880 to today's estimated population of more than 14,500. Just to the east is Ennis, the trading center of east Ellis County. The 1950 Federal Census found only 7,433 citizens in Ennis but already that number has grown to 10,000.

There has been an impressive alignment of new industries brought to Ennis in the past 4 years. The list includes the Flintkote Company, Ennis Furniture Manufacturing Company, Continental Baking Company, West Coast Door Com-

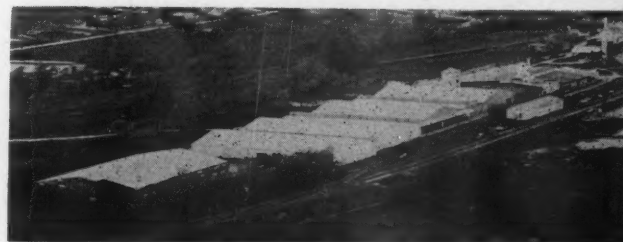
pany, American Telephone and Telegraph Company, Texas American Asphalt Company and Leiter Manufacturing Company. Some two thousand workers are now employed by industry in Ennis.

Manufacturing is generally evenly distributed throughout the county with the majority of it being in Waxahachie and Ennis. The industry is well diversified, offering oil well equipment, furniture, building materials, railroad shops, printing and stationary, roofing and many others, giving the county a well-rounded economy. Of all laboring people in Ellis County, 24.4% are employed in Dallas County, adding even more to the economy of the county. An important announcement made just this month was that a new wet process cement plant would be set up by Texas Industries, of Dallas, at Midlothian. Some 100 workers will be employed here, with an annual payroll of over \$400,000.

In addition to Waxahachie, Ennis and Midlothian, other towns in the county include Ferris, Italy, Palmer and Milford.

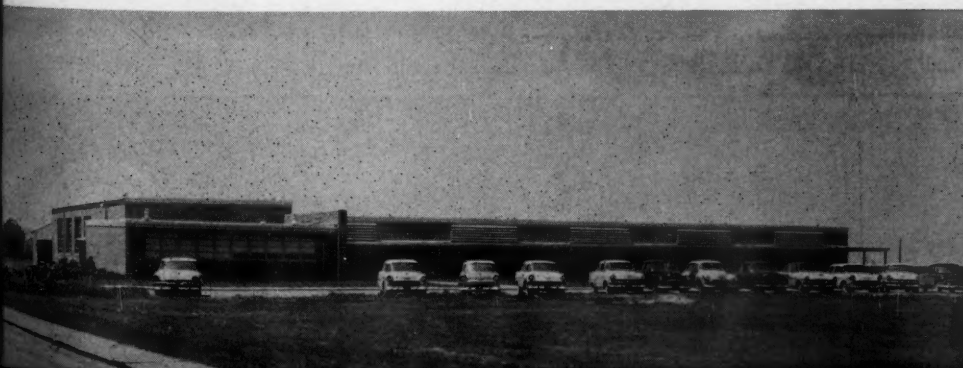
Ellis County, long associated with agriculture, was known for many years as the leading cotton production section of the

(Continued on page 58)

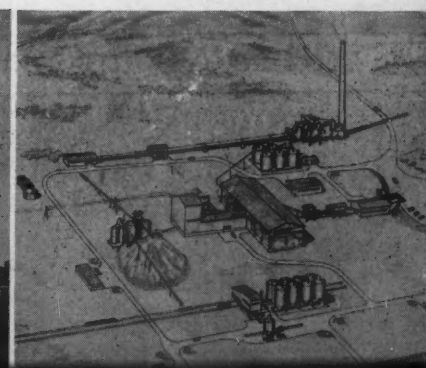


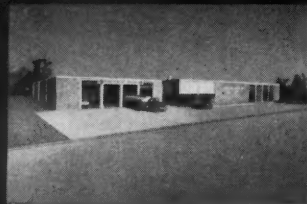
National Compress, Waxahachie, holds 45,000 bales of cotton.

Northside Elementary School, at Waxahachie.



Texas Industries' new cement plant, below, will be near Midlothian.





In Houston



In San Antonio



In Lubbock



Oklahoma City



In Dallas



you will find



large stocks



you'll find



completes



we are prepared



and dependable



the same



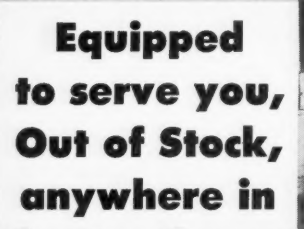
the pattern.



to serve you



the same



**Equipped
to serve you,
Out of Stock,
anywhere in
the Southwest**



reliable



To win, make



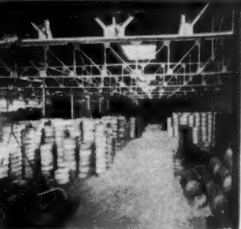
at all times,



facilities



fast service



your move now



immediately,



and services



follows the



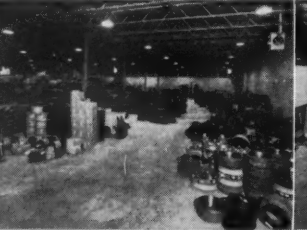
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always ready.



same pattern.



maintained.



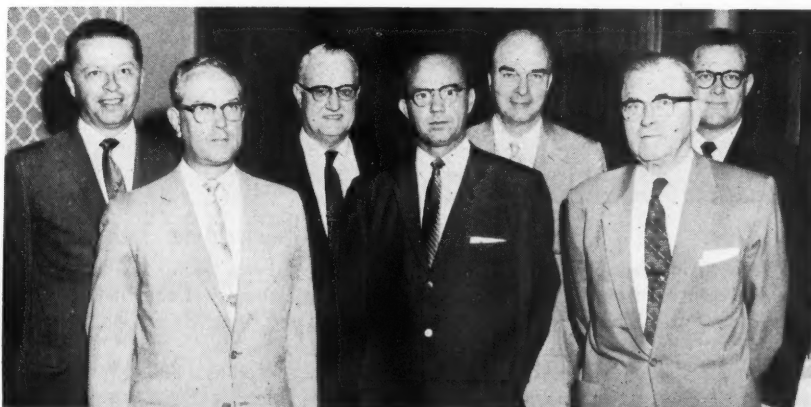
Committee Scores 1,456 Members to Date

The Dallas Chamber's Membership Committee, under the leadership of Marvin Davison, continued ahead of its quota with a total of 1,456 membership sponsored at the end of August.

"With vacations over and fall beginning and new spirit of membership committeemen, we anticipate going ahead of our yearly goal of 1,959 in '59," said Chairman Davison.

However, the committee received one set back when Vice-Chairman Leon Marshall, leader of Section No. 5, found it necessary to resign his vice-chairmanship due to a promotion and a change in his duties with his company. (Texcrete Structural Products). Committeeman Dawson Sterling, Secretary, Southwestern Life Insurance Company, has been appointed to the vice-chairmanship. Mr. Marshall will continue to serve the Chamber as a member of Section No. 5.

Chairman Davison, said, "I know that the entire Chamber's membership joins me in expressing appreciation to Mr. Marshall for his two years service as a vice-chairman, and thanks to Dawson Sterling for his acceptance of the leadership of this section of our Lasso Club.



HEAD TABLE GUESTS and Top Hand Sponsors at the September luncheon of the Lasso Club were: left to right, Joe Andrasko, Assistant Personnel Manager and Dr. John Horgan, Medical Supervisor Chance Vought Aircraft Corp.; Earl Casey, Chief of Apparatus Division Services, Texas Instruments, Inc.; James K. Allen, First Assistant District Attorney, Dallas County; Erik Jonsson, Immediate Past President Dallas Chamber of Commerce; Dr. Ewell Walker, Acting Superintendent, Dallas Public Schools; and Membership Chairman Marvin Davison.

New members of the Dallas Chamber are as follows:

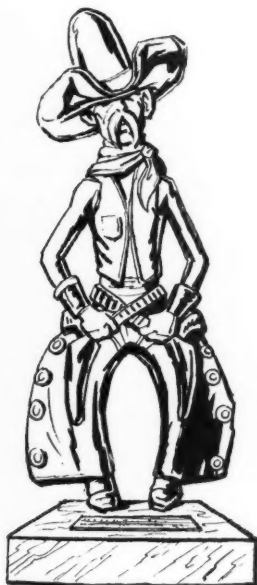
Retail

A-1 Plastics Supply, 2156 Irving Blvd.;
William Garrett (Charles Barrett)
Ready-Cut Lumber & Millworks, 4955

Singleton Blvd.; H. A. Moore (Leon Marshall)

Avenue Package Store, 3204 Thomas;
R. V. Smith (Cliff Bivens)
Robinwood Liquor, 2437 Inwood Road
(Jack Wantland)
Interstate Liquidating Company, 2200

TOP HANDS...



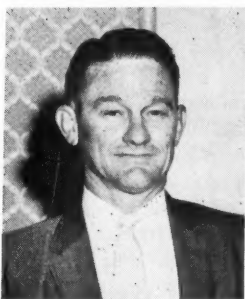
JOHN J. HOPERS
Eleventh Award



CHARLES BARRETT
Third Award



JAMES W. LAYNE
Eleventh Award



BILL SHAW
Third Award



JUDGE JOE BROWN
Second Award



JOHN HORTON
Seventh Award



Hundred Per Cent Urbanite Takes "Bold Journey"

John Smith, Associate Chairman, won the weekend stay at Bar K Guest Ranch in Leander which was awarded by Chamber member Newt Johnson. In the first picture above, Jim Cabaniss, Committee Secretary; Del Smith, pilot; John Hospers and Jim Layne, help Mr. Smith (center) plot his course. Center and right, above, Mr. Cabaniss, pilot, and winner get ready, then taxi away.

Ross Avenue; Abe Waxman (John Smith)
Centerville Road Pharmacy, 1531 Centerville Road; Sam Parrone (James Shipp)
Midas Muffler Shop, 4201 Oak Lawn;
Jim Pritchard (James C. Henderson, Jr.)
Smith-Corona, Inc., 1726 Canton Street
(John Horton)

The Card Center, 206 North Ervay;
Mrs. S. F. Nesbit (David Locker)

Insurance

American Founders Life Ins. Co., 3719
Hall St.; Charles E. Damron (J. I. Jordan)

Roy L. Baker, Jr., 6814 Patrick Drive
(Staff)

Allen Hameroff, 11450 Royalshire
(James C. Henderson, Jr.)

Reliance Life & Acci. Ins. Co. of
American, P. O. Box 1251; Maurice Carlson
(W. C. Windsor, Jr.)

COMMITTEEMAN-OF-THE-MONTH

Vice Chairman John C. Wantland, achieved the honor of Committeeman of the Month by sponsoring 18 memberships in August. He has distinguished himself repeatedly since his appointment to the membership committee in 1956. Mr. Wantland has been awarded four Chamber Life Memberships in four consecutive years by the Board of Directors, and has won the "Top Hand of the Year" award twice, first in 1956 and again in 1958.

Vice Chairman Wantland is service representative for the Texas Employment Commission. His job normally involves personal contacts with Dallas firms where he promotes better relations for TEC. Jack's dynamic sales personality works for TEC by encouraging employers to use the services the Commission provides. Although all TEC's services are without cost, employers are not aware of this. In supplying personnel, close personal contact is necessary between the Commission and firms requesting assistance to prevent or reconcile problems. In handling such situations, the Commission is fortunate in having Jack Wantland.

Jack hails from Chickasha, Oklahoma, and attended both Oklahoma A&M and the University of Okla-



JACK WANTLAND

homa. Since coming to Dallas, Jack has attended Dallas College of SMU where he studied law and marketing.

During World War II, Jack entered the army as a private and spent most of his service time in the South Pacific. Jack was given disability retirement with the rank of Major after being hospitalized for over two years.

Jack's tenure with Texas Employment Commission began in 1950, and he has held the position of service representative since 1952. He is a member of Lakewood Methodist Church, and is a 32nd degree Mason. He is also a Shriner. Jack takes real pride in his civic work and especially his service to the Dallas Chamber of Commerce.

Service

Action Exterminating, 4223 Easter Avenue; J. E. Butcher (Jack Wantland)

Air Power Products Co., P. O. Box 10113; R. L. Howell, Jr. (Bernard Rathheim)

Apartment Selector Service, 4115 N. Central, Suite A; Cecil Laughlin (James W. Layne)

Caterer's Personnel Service, 3508 Greenville; Jarrett Walker (Jack Wantland)

International Airlines Training Center, 7th Floor—Jefferson Tower Bldg., (J. W. Mason, James W. Layne)

Universal School of Heavy Equipment Operations, 528 Meadows Bldg., E. D. McSwiggan (Staff)

Jack Pruitt Tech Service, 10309 Denton Drive; Jackie B. Pruitt (Leonard Hanna)

Big D Delivery & Storage Service, Inc., P. O. Box 10153; John W. Calvert, Jr. (James W. Layne)

Dixie Maintenance Company, 1108 South Ervay; Sheldon Kimmelman (Dick Mullen)

Professional

B. B. Bruner, 734 National Bankers Life Bldg. (Leonard Hanna)

John Wallace Chandler, 1124 Davis Bldg. (J. A. Pott)

Pat Y. Spillman, Arch., 311 South Akard, Room 1622; (Raymond Percival)

Earl Luna, 1137 Rep. Natl. Bank Bldg. (Bill Shaw)

Goodwin & Cavitt, Architects, 801 Vaughn Bldg.; Robert Goodwin (John Horton)

Firms Increase Membership

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who have this month increased their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Pioneer Hydrotex Industries, Inc., Meadows Bldg., Gen. Robert J. Smith, Raymond C. Brin, A. L. Lockhart, S. Lawrence Eatenson, James Gollia, (John J. Hospers, sponsor)

Coffee Time, Inc., 1426 North Industrial, John E. Pickert, (C. J. Barrett, sponsor)

Coffee Time Service, 4535 McKinney, H. D. Rheder, (C. J. Barrett, sponsor)

Casa Linda Lumber Company, 1603 Fuller Drive, T. C. Stricklin, H. D. Lewis, (Ed Souza, sponsor)

Don L. Baxter, Inc., 304 Melba Bldg., Don L. Baxter, (Dawson Sterling, sponsor)

M. H. Stekoll, 2929 Republic Bank Bldg., M. H. Stekoll, (G. C. McGill, sponsor)

Dobson Canteen Vending Service, Inc., 8908 Sovereign Row, Joseph R. Dobson, Bob Holt, Jim Dobson, Bob Roland, (C. J. Barrett, sponsor)

Linehan and Company, P. O. Box 10345, M. J. Linehan, (Jack Wantland, sponsor)

Lone Star Coffee Company, 702 S. Ervay, J. L. Stahl, Sr., (C. J. Barrett, sponsor)

Ray Smith Electric Company, 201 Yorktown, Ray G. Smith, (C. J. Barrett, sponsor)

Anderson Furniture Company, 2101 Elm, Frank E. Rigney, (Jack Wantland, sponsor)

James K. Allne, 6th Floor — Records Bldg. (Judge Joe B. Brown)

Joseph W. Geary, 900 Vaughn Bldg. (Dick Mullen)

Dr. Tom E. Smith, 2600 Welborn (Bill Shaw)

Richard L. Mackay, 1508 Dallas Fed. Savings Bldg. (Henry Lyon)

Contractors

Catalina Swimming Pools, 2001 Rock Island; Richard R. Kramer (Jack Wantland)

Dal-Tex Equipment Company, 3226 Cedar Crest; Howard R. Carlson, Jr. (Bernard Rathheim)

Levy Plumbing Company, 2107 North

DALLAS UNION SECURITIES CO., INC.

1001 Adolphus Tower

1412 Main St., Dallas

Members

New York Stock Exchange

Midwest Stock Exchange

American Stock Exchange (Associate)

This is THE MAN FROM HOBBS



HE KNOWS TRAILERS

... because trailers are his business. Better than any other person you'll meet, the man from Hobbs can answer your questions about truck-trailers to haul everything from dry goods to drill pipe. He knows their capacities and their construction. He knows how to build trailers that give you bigger profit payloads every trip.

HE KNOWS YOUR HAULING NEEDS

... because he speaks your language. His company grew up with the trucking industry, knows it inside out. Whether you haul livestock, gravel, produce or heavy machinery, discuss your specific problem with the man from Hobbs; he's been there before.

HE SERVES YOU WELL

... because he knows that you demand and must have complete service, from consultation to operation. It's his responsibility to see that your trailers do a better, more profitable job. To get service before and after the sale, call the man from Hobbs.

HE IS NEAR YOU

... because wherever sturdy, dependable truck-trailers are needed throughout the Western Hemisphere, the man from Hobbs is there. He's looking for you, and he is a man you should know.

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SALES AND SERVICE THROUGHOUT USA • CANADA • MEXICO • SOUTH AMERICA

HOBBS TRAILERS

1852 Plantation Road • Dallas • Phone FL 2-7571

6 Firms Win Litho Awards

The annual Southwest Litho Clinic held in Dallas this year was a huge success. Over 800 people in the Lithographic industry attended.

In conjunction with the convention Lithographers of the Southwest were invited to show their products in the first Annual Awards Competition,

held at the Dallas Graphic Arts Center.

There were 8 categories, in which hundreds of pieces of fine Lithography were entered.

Three of the First Place Awards went to Beddoe Printing Co. of Dallas.

QUALITY  since 1938

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Membership

Harwood; Morris W. Levy (Oliver Erickson)

The Marvin Williams Company, 4842 East Grand Avenue; Marvin Williams (Sam Tobolowsky)

Manufacturing

The Furniture Workshop, 8159 Valley View; Howard Green (Gil Kellberg)

Amphibious Boats, Inc., 2525 South Oakland; Richard Verrill and D. K. Rowley (Raymond Percival)

Oil

E. B. Germany & Sons, P. O. Box 12266; Norman Germany (J. A. Pott)

Tex-Star Oil & Gas Corp., 261 Meadows Bldg.; Wm. L. Hutchison (Ray Hotaling and Jim Shipp)

Panoil Company, 1130 Rep. Natl. Bank Bldg.; W. B. Sherman (Hugh Howard)

W. D. I. Norris, 3708 Marquette (A. G. Gary)

Amusement

Doll House Lounge, 7809 Inwood Rd. (Bob Wills)

Pilot Lounge, 156 Walnut Hill Village; O. R. Gallaway (Bob Wills)

Vegas Club, 3508 Oak Lawn; Jack Ruby (Judge Joe B. Brown)

Restaurant

Aero Service Cafeteria, 3300 Love Field Drive; Harry L. Mayne (Jack Wantland)

Wyatt Cafeterias, Inc., 6100 Cedar Springs (Jack Hospers and Judge Joe B. Brown)

Motels and Hotels

Highland Hotel, 6815 Harry Hines; C. R. Holley (Bill Shaw)

Real Estate

Maurice Nelson-Realtor, 341 Fidelity Union Life Bldg.; Maurice Nelson (Jack Hospers)

Gene M. Oliver, 4722 Alcott, Apt. 204 (Dawson Sterling)

Tobin Realty Company, 211 North Ervay; Donald J. Tobin (Henry Lyon)

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Distributors and Wholesalers

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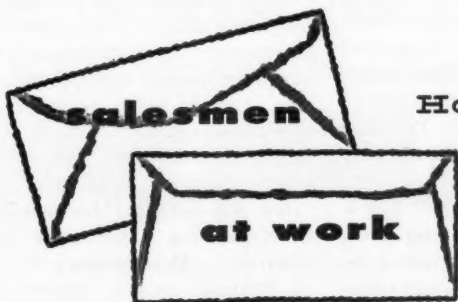
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Such, at least, is the contention of Professor C. H. Shumaker, director of the Institute of Management at Southern Methodist University. And he has a solution for keeping that executive secure in his position.

Eleven years ago, in answer to a need expressed by free enterprise in and around Dallas, the Texas Manufacturers Association undertook to sponsor on the SMU campus a continuous series of training programs for managerial personnel in the area. The result was the Institute of Management.

Since April, 1948, more than 5,000 businessmen and women in supervisory capacities throughout the Southwest have participated in the week-long training sessions. Last year the Institute students came from six states and represented such diversified interests as aircraft, foods, chemicals, tooling equipment, petroleum, transportation and education.

Young executives, in particular, find the courses stimulating and helpful, as is continually being evidenced by the growing number of applications.

The program of the Institute of Management is three-fold. Its chief function has been the five-day Supervisory Institutes on human relations, sponsored September through May, for management in all phases of industry. During each of the 18 courses a maximum of 25 supervisors will come to the campus this year to supplement their company's own training programs.

In one of these informal, inter-acting discussion sessions, the often violent reaction to handling antagonisms with something less than kid gloves was once convincingly demonstrated in a most unexpected manner.

Dr. Barry Holton, SMU director of community services and former student and coach at Notre Dame, was speaking to the group on his favorite subject, "Attitudes." In drawing illustrations for his

lecture from past experiences, he several times, without noticing the rising irritation of one of his students, passed high compliments on the football team of his notable alma mater.

At last, unable to bear it any longer, the husky, 250-pounder growled from his chair, "I'm not so impressed with Notre Dame."

Utter disbelief registered on the face of the lecturer-alumnus, as he halted mid-sentence. "You're not impressed by *Notre Dame*?" he repeated, taken aback. "Did you ever see them?"

"See them? I played against them," he snorted, hunching his great shoulders.

"Yeah? What team?" countered the again-composed coach confidently.

"Army," came the smug reply. "Blanchard and Davis team!"

The only team Notre Dame had never beaten!

The lecture continued after a slight cough.

Four newly-conceived and organized Institutes for Scientific and Technical courses are open to businessmen holding directive positions in industry. An aggregation of authorities in the various realms of management, many of them drawn from SMU, serve as instructors in the small clinics, where they will discuss such possible areas of conflict in business as supervision of the employee's training period, motivation of the greatest productivity of the employee, development of clear, direct lines of communication and the establishing of proper relationship between employer and employee.

A second phase of the management program is directed toward persons having an interest in a specific field and concerns new developments and application in that area. The six topics being offered once each year include "Improving Your Grievance Procedure," "Assuring Flow of Communication," "Let's Talk It Over," "How To Preserve Management Rights in Negotiating a Collective Bargaining Contract," "Management's New Interest in Politics," and a Human Relations Laboratory.

The final regular program of the Institute of Management and one which has attracted much interest in the business world since its inception in 1953 is the Executive Development and Leadership Seminar. Held annually in July in Glenwood Springs, Colo., the seminar offers

Education

close-contact, informal and informative classes with leaders in the field of management from all over the United States.

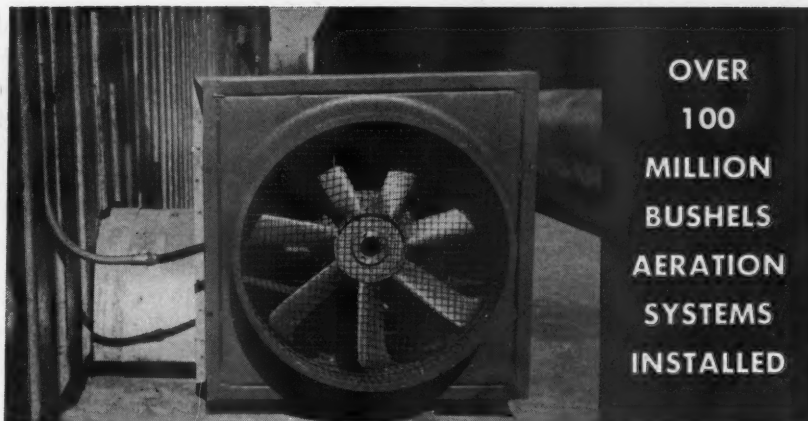
Designed to help the participant recognize and successfully solve his own problems as an individual and as an executive, the seminar offers, in addition to regular classes, recreation and group activities, an opportunity for each enrollee to a complete personal audit.

"Sometimes the audit is painful," admits assistant director of the Institute F. Pierce Wood Jr. "The men all agree, however, to level with each other on how they react to various directive techniques.

"It's often quite a surprise to some of the participants that the aggressive, authoritative approach doesn't usually get the best results."

Just what approach will get the best results in a given situation is the question which the Institute of Management tries to present and illustrate in all of its many facets.

This committee, of which W. Dudley Coursey, assistant vice president of Texas Instruments, Inc., of Dallas is chairman, first established and now directs the Institute of Management in an effort to meet the current needs of business and industry of this area.



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ARTS AND MUSIC

Douglas MacAgy To Head Contemporary Arts Museum

Douglas MacAgy, nationally known museum administrator, author and lecturer, has been named director of the Dallas Museum for Contemporary Arts.

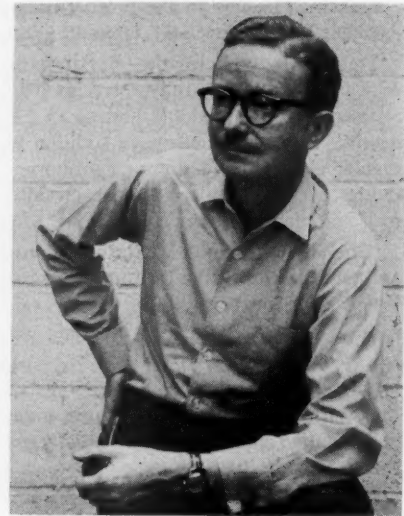
Mr. MacAgy resigned a post at New York's widely-known Wildenstein Gallery where he has served as director of research since 1955, to accept the Dallas position. He arrives in Dallas October 1, with his wife and children.

"Mr. MacAgy is a person of very broad experience in the art field", said Edward Marcus, president of the museum. "We feel that his background is a very distinguished one, and that we are very fortunate that he has decided to leave the commercial field because of his love for museum work. With his guidance and leadership we can feel assured that our young and vigorous Museum will not only maintain the standards it has established but will continue to grow both in size and quality".

Mr. MacAgy was born in Winnipeg, Manitoba, Canada in 1913. He came to the United States in 1936. He was educated at the University of Toronto, Courtauld Institute of the University of London, the University of Pennsylvania, the Cleveland School of Art and Western Reserve University.

Early in his professional career he was a lecturer in the Department of Education of the Cleveland Museum of Art. From 1941-43 he was curator of the San Francisco Museum of Art, where he planned several experimental exhibitions. After a tour of duty in Japan during the War, he was appointed director of the California School of Fine Arts.

In 1951, Mr. MacAgy left the West Coast for New York, where he served for two years as Executive Secretary of the New York Museums Committee for UNESCO. From 1952 through 1955, he was special consultant to the director of the Museum of Modern Art in New York, where he also acted as director of television. Aside from administrative duties and counseling with committees on



MACAGY

museum operation, he coordinated the MMA's year-long 25th anniversary celebrations, and directed an experimental inquiry into the role art museum might play in television.

He joined Wildenstein & Company in 1955, acting as consultant to museums, an advisory service to museum directors and curators involving research, appraisals analysis of private and museum art collections in terms of content and development, lectures, curriculum counseling with university art departments, and an editorial position on the Gazette des Beaux-Arts.

He acted as juror in art shows and participated in symposia of learned societies, professional and educational organizations, and served a term as trustee of the American Society of Aesthetics and a double term as first president of the Artists Groups of the Bay Area Associated.

Mr. MacAgy is a member of Who's Who in American Art, Who's Who in the East and the Canadian Who's Who.

He has written articles and reviews for numerous art publications, including the Journal of Aesthetics and Art Criticism, Arts and Architecture and the Magazine of Art.

He wrote, with his wife, a book on modern art for children entitled "Going For A Walk With A Line", published in 1959 by Doubleday. A second book, "Art Before Now", also for children, concerns five hundred years of art and is slated for publication in the fall of 1960 for Doubleday.

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Arts and Music

Hundreds of Events Fill Fall Festival Calendar

The first Dallas Fall Festival of Music, Art and Drama scheduled from October 23 to November 30 is gaining momentum as more cultural organizations add their names to the Festival calendar.

Visitors and tourists, as well as Dallasites, are being informed of the many cultural events which will fall within the five-week period.

Heading the list, of course, is the Dallas Civic Opera Company's 1959 season of three productions, Nov. 6-21, "Lucia di Lammermoor," "The Barber of Seville," and "Medea," presenting a unique assemblage of international artists who include Maria Callas, Ettore Basitanini, Nan Merriman, Nicola Zaccaria, Gianni Raimondi, etc. Her roles in all three productions here will be Mme. Callas' only opera appearances in America this year, and when she sings Rosina in "The Barber of Seville," it will mark her first comic role in America. Further Basitanini will sing "The Barber" for the first time in America. In the past two years, the opera alone has attracted as many visitors to Dallas as the average convention.

Three particularly outstanding productions of the Margo Jones Theater '59 fall within the Festival period. Opening the season Oct. 6-21 will be "The Physician For Fools," the Ford Foundation \$10,000 grant play. The second production will also focus national attention on Dallas because it will be a new version of "Leave It To Me," the Cole Porter-Sam and Bella Spewack musical that has not been seen since its initial Broadway run. The original score was lost in a publishing house fire and the book was never released to stock companies. The third production is "The Deadly Game," new suspense shocker by Friedrich Duerrenmatt, author of "The Visit," Nov. 17-29.

A tour can be made of the Dallas Theater Center, where the Frank Lloyd Wright building represents the only theater ever designed by the late great architect.

Broadway Theater League will present, "Two For The See-Saw," with Hal March, Nov. 14 and 15.

A Book Fair, Nov. 19-22, will present rare exhibitions of such famed authors as Thomas Wolfe. An author-reader brunch, featuring distinguished American authors in personal appearances, is set for Nov. 21; and a preview reception, "Great Artists As Book Illustrators," will be at Aldredge Book Store, Nov. 1.

The South American Fortnight, scheduled for Oct. 19-31, will spill over into the



first week of the Festival and will undoubtedly get national and international attention. On Nov. 9 a Fashion Festival luncheon will feature the Carrie Marcus Neiman Foundation collection, "50 Years of Fashion."

Exhibits at the Dallas Public Library tying in with the South American Fortnight will include exhibitions of South American paintings, a display of pre-Columbian artifacts and early Spanish documents, maps and manuscripts concerning South American exploration and settlement; 32, 20" x 28" photo panels by Frank Scherschel of *Life* Magazine on "The Incas of Peru," an exhibit on "The Life of the Gaucho, Past and Present," a photographic exhibit on "The Negro Experimental Theater of Brazil" and an exhibit on "Peruvian Textiles."

The American Color Print Society's 19th Travel Exhibit (1958-59) of Philadelphia, featuring the prize-winning prints of such artists as Irving Amen, Dorothy Bowman, Howard Bradford, Minna Citron, Ernest Freed, Max Kahn, Guy Maccoy, Dick Swift and June Wayne, all nationally-known, will be at the library Nov. 4-30. Completing the Library exhibits during the Festival will be special displays of the Dallas Civic Opera, the Margo Jones Theater and the Dallas Symphony and an exhibit by the Dallas Camera Club entitled "This Is Dallas."

Arts and Music

Dallas Symphony Orchestra concerts will present an Oct. 26 presentation of Heitor Villa-Lobos conducting his own compositions; a Dallas Symphony Orchestra concert with Villa-Lobos conducting and Guiomar Novaes, piano soloist, on Oct. 30; the opening concert of the Symphony season, with Paul Kletzki conducting and Pierre Fournier, violin-cello soloist, Nov. 24 and a concert, Kletzki conducting, Nov. 30.

Other noteworthy music events will include a Civic Music presentation of Hans Richter-Haaser Nov. 21, an appearance by organist E. Power Biggs, a Jazz Concert sponsored by the American Music Forum of the Y.W.C.A.; a piano recital by Monte Hill Davis; a Community Course program featuring Violinist Toshiya Eto, a "Mozart Evening" sponsored by the Dallas Music Teachers Association and a Chamber Music Program presenting the Vegh Quartet.

Lectures, including a Friday Forum presentation of Actress-Monologist Harriet Allyn Oct. 30, a reception-lecture featuring Leo Lerman, New York Music critic and wit Nov. 9, and others are planned.

Antique marts quaint "Sale Street sale," Oct. 24 and 25, will benefit the Dallas Civic Opera Guild.

Outstanding art shows are scheduled and include the opening of the new Dallas Museum for Contemporary Arts, with its first exhibit, "Signposts of 20 Century Art," featuring Picasso, Roualt, Braque, Matisse and 21 others, Oct. 27-Nov. 30, with open house Nov. 5.

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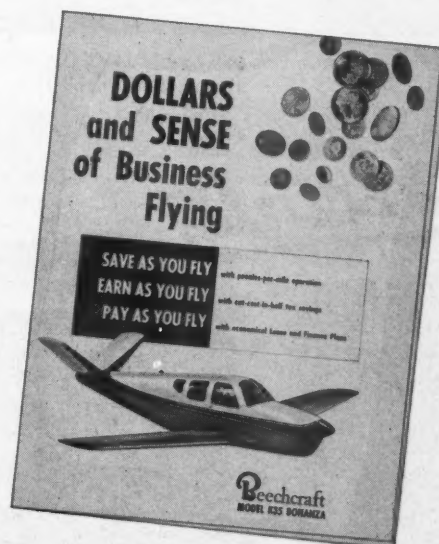
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DALLAS FIRMS SWITCH TO LEASING

Industry giants and Dallas firms expanding operations.

and car leasing has been marked by the entry of Hertz Truck Lease into Dallas and the recent acquisition of two local units by Ryder Truck Leasing and their current expansion. In addition to these giants of the industry, local Dallas firms such as Dallas Truck Leasing, Trans-National Leasing Inc., and others are expanding operations.

The switch to leasing involves a new management viewpoint stimulated by unfavorable tax rulings and difficulty in obtaining expansion capital. Both large



DIESEL powered over-the-road unit leased to Security Engineering Division of Dresser Industries by Dallas Leasing Company, Inc.

Leasing trucks and other motor equipment is a fast growing business in Dallas. Giant diesel powered over-the-road units, sales fleets and small economy cars are being leased in increasing numbers by Dallas firms and leading national organizations doing business in Dallas.

Tax factors, large amounts of working

capital tied up in expensive motor equipment and maintenance shops, loss of executive time in fleet operating and maintenance detail and budgeting transportation expense are major reasons cited by lease executives for the phenomenal growth of this business.

In Dallas the increasing trend to truck

and small businessmen have taken a critical look at the concept of company ownership of equipment. This also involves a revolutionary retreat from previous policies of ownership because in the minds of some executives, renting a car is similar to renting a home.

Pride of ownership is also one of the emotional blocks cited by lease men in executives making decisions on leasing policy. However, leased equipment is usually tailored to a specific job and carries standard company identification. That leasing involves no lack of capital or loss of prestige is evidenced by the fact that such national firms as U.S. Steel and Dallas organizations such as Texas Instruments, Dresser Industries, Core Laboratories, Neuhoff Brothers and the Frito Company are among those leasing equipment.

Leasing men point out that truck operation is a side line to any business engaged in the manufacturing and marketing of products or services. Leasing offers many advantages including tax write-offs, budg-



JOHN M. LYNCH of Trans National Leasing hands keys of new leased unit to George Venner of Core Laboratories.

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ONE of the first Hertz Truck Lease units for peak period service to arrive in Dallas. TRANS NATIONAL leased Fiat carries the mail at TI Semi-Conductor Plant.

eting transportation costs, reducing overhead, getting better equipment and maintenance and more efficient management.

The complex factors in operating over-the-road equipment are also cited. A traffic manager of a major firm must wear many hats—a banker's to operate his department, a controller's to forecast his costs and needs, an automotive engineer's in selecting equipment and training maintenance personnel and a purchasing agent's to keep abreast of prices and items involved in fleet operation and maintenance. In the case of smaller firms it involves the time of major executives in coping with emergency repair situations a thousand miles away from home or

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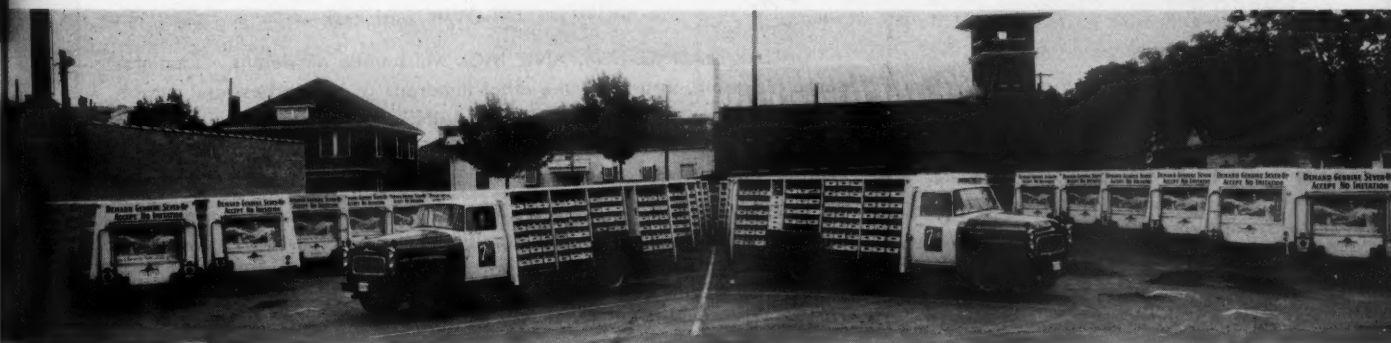
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Ernest Highes, branch manager; Paul Tarver, assistant branch manager and Raymond Gorman, district superintendent of maintenance.

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DALECO recently affiliated with the National Truck Leasing System which is a nation-wide network of independent truck leasing companies. This affiliation brings the benefits of truck leasing to businesses which operate fleets or single trucks at separate points. It also provides nation-wide service facilities by trucks operated by the lessee or any member companies in every region on a reciprocal basis.

DALECO maintenance facilities include chassis dynamometer, steam and clean facilities, distributor and generator rebuild and testing equipment, exhaust gas analyzer, diesel flow rate measuring machine, dust proof oil change system, trailer maintenance equipment and other facilities.

Home owned and operated, Dallas Leasing Company, Inc., was formed to provide truck operators with properly engineered, well maintained transportation equipment. Officers of DALECO are: R. B. Hunsacker, C. L. "Bud" Baker, Jr. executive vice-president; Carl Phinney, vice-president and Leroy Hallman, vice-president.

Trans National Leasing Company of Dallas is a fast growing local leasing firm that was organized in 1952. Trans-National engages in any type of leasing from a "net lease" to complete fleet service. This firm has leased every type of equipment from multi-ton units to Volkswagens and Fiats.

The versatility of Trans-National is pointed up by the diversity of its accounts. These include the Neuhoff Sales Fleet in Dallas, the Texas Instruments Fleet that ranges from New York to San Diego, the Frito Company Fleet and Core Laboratories. The latter account's service cars often operate in off-the-road locations in rugged oil field country.

Trans-National grew out of extensive Maher Brothers operations in Dallas and is headed by Louis J. Maher, president; Tom Maher, vice-president; Milton P. Maher, secretary-treasurer and John M. Lynch, general manager. The big development of this firm has taken place during the past three years and the firm is now the second largest in the Southwest. Trans-National has nation-wide service affiliations and with national tie-ups with Ford and Chevrolet Dealers, can lay down cars anywhere in the United States.

In addition to these firms, Dallas has many others such as Earl Hayes, Johnson Autolease Corporation, Mason Motor Service Inc. Universal Leaseway System, Wicker Lease Service and others.

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Community Chest Measures Strength of Dallas



37

Agencies

Give Once!

The Dallas County Community Chest, now in its 37th annual campaign, has become a symbol of the substantial growth of Dallas.

The way a city voluntarily takes care of its own is a yardstick, accurately measuring the character of its citizens and its strength as a city. For 17 consecutive years Dallas — through successful Community Chest campaigns — has proved its strength and character.

The present campaign — trying for 18 successful years in a row — seeks \$2,860,097 to pay operating costs of 37

health, welfare and youth organizations dispensing their humanitarian services in 111 centers in Dallas and Dallas County.

Increasing numbers of the city's industries and businesses are adopting the in-plant Chest campaign plan, tailor-made for the individual firms. As a result more and more firms are working toward and receiving the one day's pay award which represents 100 per cent participation by executives and employees, and an average donation of one day's pay per employee.

Why do Dallas businessmen devote so



DAY'S PAY RECORD is held by employees of the John E. Mitchell Company, who received their 13th consecutive one day's pay emblem from the Community Chest this year. Donald Mitchell, left, and James Shurette, head of the company's Community Chest committee, are congratulated by Richard J. Baker, 1959 Chest campaign chairman.



CHEST LEADERS Les T. Potter, R. L. Thornton, Jr., and William L. Crawford III display a sign showing the 1959 goal of \$2,860,097 needed to support the 37 Chest-affiliated health, welfare, and youth agencies. Mr. Potter is chairman of the Chest executive committee and immediate past president of the Chest. Mr. Thornton is the current president, and Mr. Crawford is executive director.

much precious time as well as financial support?

Chest president R. L. Thornton, Jr. cites these reasons:

"We are thankful because we are in a position to take care of others.

"The Chest campaign is vital from the standpoint of personnel in our businesses who need and use many of the Chest services such as Scouting, the YMCA, Children's Medical Center and others.

"We recognize our responsibility to build a good community in which our

own children may grow up as good citizens. Were it not for the Chest-supported character-building and recreation agencies we might have the gang wars and problems we hear about in New York City.

"A city that has a healthy climate and takes care of its unfortunate is conducive to local business, and to attracting more industries to our city."

Last year more than 215,000 wage earners in Dallas and Dallas County contributed through the Chest for their less fortunate neighbors and for the character-building programs training young citizens.

This year the need is greater and the goal higher simply because as Dallas grows in population, so grows its problems in health and welfare. And as general costs rise due to inflation in the overall economy, so also are the needs for the agencies' services increased. The proportion each person or business is asked to give still is based on earning power.

Richard J. Baker, president of W. A. Green Company, as 1959 Chest campaign chairman, is charged with the responsibility of raising this year's goal. Mr. Baker has summed up the concept of the Community Chest in America this way:

"Our entire way of life in a free society places emphasis on the value of the individual. This emphasis on the individual finds expression in our free institutions many of which are represented by agencies supported through the Chest.

"This democratic philosophy holds that all young people should have the right to grow in a healthy environment . . . that there is concern for the man who because of age has passed his most productive years . . . that all children shall have the opportunity to develop their talents.

"It is this concept that caused the birth of our great voluntary agencies . . . our hospitals, institutions for dependent children, rehabilitation centers, homes for the aged, family counseling services and youth services.

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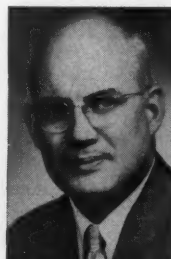
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TOP FLIGHT

Visitors



Rosalind Russell
"I'm coming back . . ."

Even in the slow-paced summer months, Dallas played host to dozens of outstanding visitors from all over the Americas and many foreign countries.

Among the most recent were this month's winners of fashion awards at the 22nd Neiman-Marcus Fashion Exposition. Top fashion folk were Scaasi and Anne Klein, New York fashion designers;



General Gruenther
"Russia is convinced . . ."

Emme and Adolfo, millinery design team; Piero Fornasetti, Italian home designer; and Rosalind Russel, "best dressed" star of stage and screen.

Intrigued awardees scampered over Dallas at every opportunity, oo-oohing over the city's new buildings and mushrooming skyline, and echoing Miss Russell's line:

"I'm coming back, for I have found a corner in that deep and wonderful heart of Texas."

*

Earlier in the summer, at the Kiwanis International convention, General Alfred M. Gruenther (Ret.), President of the American Red Cross, painted gloomy pictures of the world.

"We're operating in a fast league," the General warned. "Russia is convinced that its system will prevail."

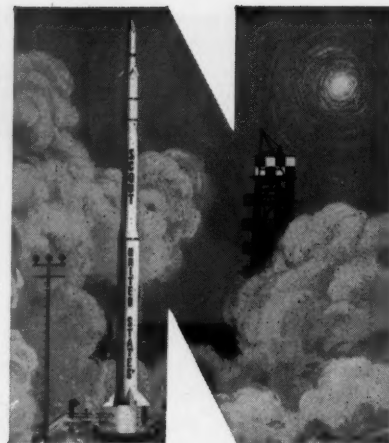


Maurice Chevalier
"... my beautiful souvenir."

Charming Maurice Chevalier, still a spell-binder at 70, took the heart of Dallas by storm with his one-man review at State Fair Musicals.

Outstripping younger folks, he roared from one end of Dallas to the other... "loving" everything he saw. Although he succumbed to not one but six Western hats, he left saying, with high satisfaction:

"I have a souvenir they can never take away from me — my beautiful memory of Dallas."



VOUGHT WILL BUILD NASA SPACE ROCKET

Scout is the name of a new four-stage rocket to be used in NASA research. It will boost 150-pound satellites into earth orbit and fling 1,000-pound instrument probes as far out as 5,000 miles. The beauty of *Scout* is that it will do these things at relatively low cost — about \$500,000 per vehicle, according to NASA.

Chosen to build this new approach to space research is Chance Vought's new space development team. This group already has come along fast in areas such as fitting man to a space machine, providing him escape devices and instrument displays.

For example, in Vought's unique orbital flight simulator, NASA and company pilots have already "flown" by the new rules of space, using the same family of instruments the first space navigators will use.

Designing for spacemen is new to Vought, but exploring unknown regions isn't. For more than 40 years, Vought has worked on the frontier in the "human factors" of aircraft design. Matching man to aircraft, the company has pierced imposing barriers to higher and faster flight. Matching man to spacecraft, Vought will continue to extend frontiers.

Astronautics is just one in the broad spectrum of Chance Vought fields of activity. Other areas include: design and production of high-performance missiles and aircraft, antisubmarine warfare, electronics, advanced weapons, range systems management, advanced control computer systems.

CHANCE
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DALLAS • SEPTEMBER, 1959



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CHANCE
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NEWS SPOTLIGHT

Fred Florence Receives Highest Catholic Award. Fred F. Florence, chairman of the executive committee of the Republic National Bank of Dallas, has been awarded the Benemerenti Medal, highest decoration bestowed on a non-member by the Roman Catholic Church.

In presenting the medal and citation, Bishop Thomas K. Gorman of the Catholic Diocese of Dallas-Fort Worth, pointed out Mr. Florence's leadership as general chairman in the \$4,000,000 building campaign of St. Paul Hospital.

Mr. Florence, former president of the American Bankers Association, has long been a leader in the Dallas Citizens Council, Dallas Community Chest, Dallas County Chapter of the National Foundation, State Fair of Texas and the Texas Research Foundation. He also serves on the executive committee of Southern Methodist University.

*

Blakley Named to Legal Foundation. William A. Blakley has been elected chairman of the board of trustees for the Southwestern Legal Foundation.

Mr. Blakley was one of the first life members of the foundation and has served on the board of trustees since 1952. He was named recipient of the foundation's first Inter-American Award of Jurisprudence in 1957.

Others named to the board of trustees are Robert G. Storey, foundation president, and Ben H. Carpenter.

*

Heyser Elected Oil and Gas President. Estill S. Heyser Jr. has been named president of the Texas Mid-Continent Oil & Gas Association.

Mr. Heyser, who has been an association vice president for the past two years, has been associated with the Dallas firm of Heyser and Heard for 21 years. He

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News Spotlight

has been a Dallas resident since 1916 and is a 1938 graduate of Southern Methodist University.

Renamed are Charles E. Simons, executive vice president, and Eugene McElvaney, secretary. New board members are Roland S. Bond, Robert E. Kepke, and George Wilson.

★

Baylor Appoints Race. Dr. George J. Race, member of the pathology department faculty at the University of Texas Southwestern Medical School for four years, has been named director of laboratories and pathologist-in-chief at Baylor University Medical Center.

Dr. Race received his M.D. degree from Southwestern in 1947, and later a master of science degree in public health from the University of North Carolina.

In addition to his post at Southwestern, Dr. Race has been a consulting pathologist for Veterans Administration hospitals in Dallas and McKinney since 1955. He is medical director of the southwest region of Civil Air Patrol.

★

Methodist Names Davidson. Dr. Joseph W. Davidson Jr. has been named Director of Medical Education at Methodist Hospital of Dallas.

Dr. Davidson, who joined the Methodist Hospital staff September 1, is a 1953 graduate of Southwestern Medical School, and served an internship and two years' residency in Internal Medicine at the Veterans Administration Hospital in Dallas. He also served a year's residency in Internal Medicine at Parkland Memorial Hospital. Since 1957, Dr. Davidson has been in private practice in Dallas.

Dr. Davidson is a member of the Dallas County Medical Society, Texas Medical Association, American Medical Association, Dallas Internist Club and the Dallas Academy of Internal Medicine.

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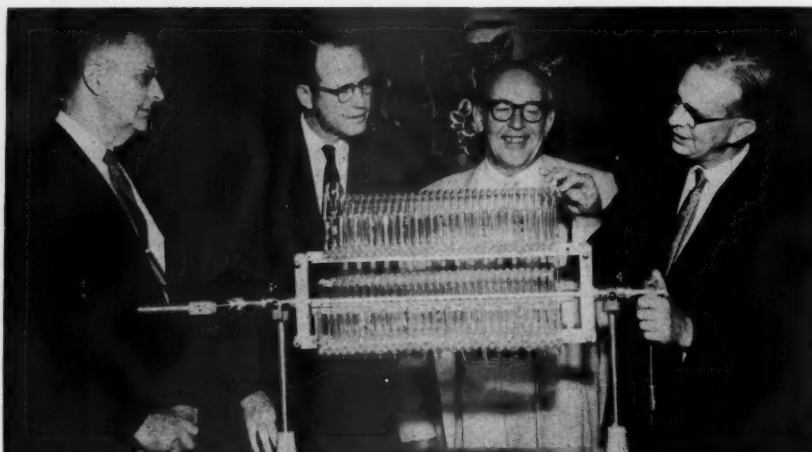
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News Spotlight



PRESENT at the dedication of the Craig Counter were (l to r) Howland Buttler, Dr. Robert J. Speer, Wesby R. Parker and Dr. Joseph M. Hill.

Dr Pepper Company Aids Leukemia Research. A complex and rare piece of laboratory apparatus to aid leukemia research has been donated to the Wadley Research Institute by Dr Pepper Company.

Use of this equipment, the Craig Counter Current Extraction Apparatus, cuts research time of various studies from

the usual three weeks to a matter of hours.

Present at the donation ceremony were Wesby R. Parker, president of Dr Pepper Company; Howland Butler, chemical director for the firm; Dr. Joseph M. Hill, director of the Wadley Research Institute; and Dr. Robert J. Speer, chairman of the Institute's chemical department.



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News Spotlight

Hawaiian Businessmen Plan Dallas Sessions

A group of top Hawaiian businessmen will be in Dallas October 7 for a meeting and luncheon with representatives of the Dallas business community. A general invitation to both the luncheon and business sessions has been issued to Dallas businessmen by Chamber President L. T. Potter.

The group of 10 Hawaiian businessmen are touring major American cities, explaining business opportunities of their new state and seeking more trade ties with other United States cities. Included in the group will be the presidents of the Bank of Hawaii, Bishop National Bank and the Hawaiian Electric Company.

Speaker at the luncheon in the Junior Ballroom of the Statler Hilton will be the Hon. Daniel K. Inouye, U.S. Representative from Hawaii.

Subjects to be covered in the 10 a.m. work sessions in the Embassy Ballroom will be the land and labor situation in Hawaii, government and taxes. The treatment is to be from the perspective of possible interest among Dallas people. The Hawaiian businessmen have encouraged the questions of Dallas businessmen.

In calling for the support of this program, Mr. Potter termed it one "which could mean additional business development operations for the Dallas area."

Tickets for the luncheon can be obtained from the World Trade Committee of the Dallas Chamber.

Jaycees Set Dallas Day Key Sale.

The Dallas Junior Chamber of Commerce will support the State Fair of Texas again this year with sales of Dallas Day Keys, with a percentage of sales going into the Jaycee operating fund.

Block tickets for employees will again be available for industries and businesses in the Dallas area.

*

Braniff Inaugurates New Ticket Plan.

A new, streamlined "do it yourself" ticketing procedure for Braniff Airways passengers will go into effect Nov. 1.

The new ticket plan, conceived by Rex Brack, vice president of traffic and sales, is the first major change in airline ticketing in more than twenty years.

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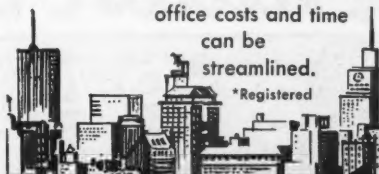
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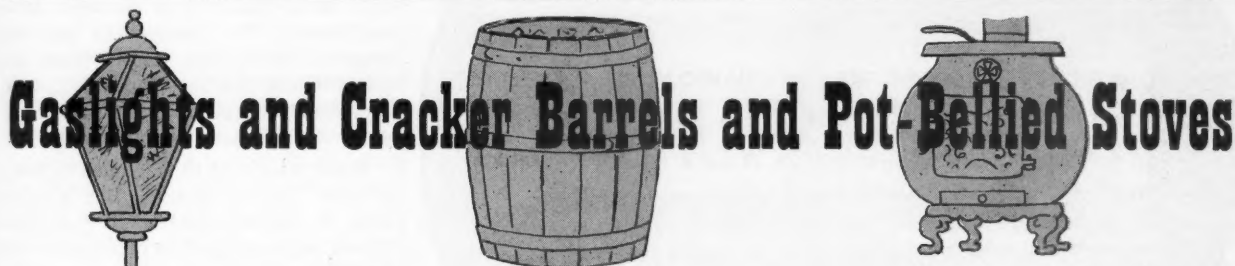
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A hundred years ago gaslights, cracker barrels and pot-bellied stoves were everyday sights when Dallas held its first County Fair at the corner of Commerce and Preston. This same year in New York City, George H. Hartford opened the first A&P Store at 31 Vesey Street. Just as the small four-day county fair in Dallas evolved into the largest annual exhibition of its size in the nation, The State Fair of Texas, the small red-fronted building in New York City evolved into the largest national organization for the purchase and distribution of food, The Great Atlantic and Pacific Tea Company. These two enterprises, unsurpassed in their endeavor, have marked a century of substantial progress. In our case, the progress of A&P was made possible by pioneers dedicated to the public service of distributing food to the nation as efficiently and economically as possible. This policy, set forth by the pioneers of A&P, has seen A&P through 100 years of success. Today, the progress of Dallas reflects the progress of A&P. Serving Dallas since 1893.

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Ellis County

(Continued from page 33)

world. Cotton still plays a major factor in the economy of the county, but today it must take a second seat to cattle producing. Ellis county is today one of the leading cattle producing counties in the state of Texas. There is a greatly diversified agriculture and soil conservation program now in process in the county, with greater crop yields reported in many instances. Major agricultural product of Ellis County is still cotton with an average of approximately 70,000 bales a year. Wheat, grain sorghums, oats and small grains are also produced in great quantities.

In addition to the three U.S. highways linking Dallas and Ellis County, the county is also served by U.S. 287 and a number of excellent state highways and farm-to-market roads. Rail lines serving Ellis County include Southern Pacific, Fort Worth and Denver, Chicago Rock Island, Missouri-Kansas and Texas, the Burlington Lines, the Missouri-Pacific and Santa Fe.

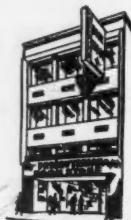
Ellis County, like others in the Dallas Metropolitan Area depends on the Trinity River Tributaries for its water. An important project of the Trinity River Authority's master plan will be Bardwell Lake and Dam in Ellis County. This lake will impound 29,500 acre feet of water between Waxahachie and Chambers Creeks. As a flood control project and source of water it will be vital to Ellis County.

Retail sales in 1958 amounted to \$41,570,000 and the banks in Ellis County show on deposit over \$31 million. In addition to two banks each in Waxahachie and Ennis, the County can show banks in Avalon, Ferris, Italy, Maypearl, Midlothian, Milford and Palmer.

There are some 100 churches in Ellis County with over 20,000 members.

Eleven independent school district and one common school district accommodate almost 10,000 children of school age.

Presbyterian Book Store



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DALLAS

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Staying Ahead

(Continued from Page 29)

carrier is East Texas Motor Freight. This firm started business in 1934 with two schedules weekly between Henderson and Dallas. Today, ETMF has expanded to a six state operation serving over 20,000,000 people in 500 communities. ETMF service now covers over 5,597 certified route miles from the Great Lakes to the Gulf and employment includes 1,387 people.

Last October, East Texas Motor Lines completed a million dollar terminal on a 15-acre tract at 4242 Irving Boulevard. This ETMF Terminal has the latest mechanized material handling equipment and a rated capacity of 3,000,000 pounds of freight daily. It is served in the Dallas area by a fleet of 100 radio dispatch trucks. Currently celebrating its twenty-fifth anniversary, ETMF is under the management of Fred E. Tucker, Jr., Chairman of the Board and G. E. Paschal, President. A. A. Smith is its vice president for sales.

Another new major Dallas terminal has just been announced by Yellow Transit. This will be built on a 22-acre tract on Irving Boulevard East of Brook Hollow. Dallas is the fourth largest point of Yellow Transit's 16,000-mile system. Their present terminal on a five-acre tract on Hines Boulevard was destroyed by fire late in 1956 and rebuilt in record time early in 1957. This firm has recently modernized its fleet with the purchase of 900 Volume-Van Trailers. With headquarters in Kansas City, Yellow Transit provides direct service to points such as Cleveland, Detroit, Chicago, Louisville and serves the states of Ohio, Michigan, Indiana, Illinois, Kentucky, Missouri, and Kansas.

Southern Plaza Express is another Dallas based line that has been serving this area since the early thirties. Operating between the Mid-West and throughout the Southwest over 6,469 route miles, Southern Plaza has 925 employees and operates 990 units. Southern Plaza Express recently replaced gasoline line-haul equipment with diesels and replaced its entire carrier fleet with new 40-foot trailers.

Fielding Chidress is owner and general manager of Southern Plaza Express. Their extensive line operations extend north to Chicago and south to El Paso, San Antonio, Houston and New Orleans. Other major Southwest points served directly by Southern Plaza include: Austin, Fort Worth, Waco, St. Louis, Memphis,

Tyler, Tulsa, Oklahoma City and Kansas City.

Lee Way is another major motor carrier that has served Dallas since 1938. In 1955, Leeway built a new terminal on a 7½ acres site on Record Crossing Road. This terminal includes 35,000 square feet of modern office and terminal floor space, a 40-truck loading dock and parking space for an additional 150 trucks.

In March of this year, Sooner Freight Lines, a division of Lee Way, opened a major terminal in Denver. During its service here Lee Way has extended operations to Kansas City, Wichita and Chicago. Lee Way-Sooner is one of the largest motor freight companies in the nation and owns and operates 60 terminals with more than 1000 over-the-road tractor-trailer units.

Gillette Motor Transport Inc. is another pioneer Dallas-based line that has been in continuous operation as a motor carrier since 1931. This firm grew out of the Gillette Warehouse & Storage Company which started operating as a local drayage operation in 1908. It was incorporated as a motor freight line in 1931. At that time its six-truck fleet operated primarily between Dallas, Houston and Galveston. In 1933 it extended operations into Oklahoma, Kansas City and El Paso. It was purchased by Western Truck Lines in June of 1956.

Now a wholly-owned subsidiary of Western Truck Lines, the two systems operate as a single line service under the name of Western-Gillette. Its over-the-road operations include 9,600,000 miles per year. Western-Gillette offers direct service from Dallas to Kansas City, Tulsa, Oklahoma City and Houston — and provides Dallas third morning service with Los Angeles and fourth morning service with the San Francisco Bay Area. Their fleet consists of 229 diesel powered road tractors; 300 van semi-trailers, 40 open-top trailers and 90 mechanical refrigerated semi-trailers. Dallas operations are under the direction of Emil Hrabina, vice-president.

Other leading motor freight common carriers who have recently built large terminals in Dallas are: Red Arrow, Houston & North Texas Motor Freight Lines and others. Strickland Transportation Company is another Dallas-based carrier which has been expanding rapidly the past few years. These lines and others in the 35 common carriers serving this city are keeping Dallas ahead in motor transportation.

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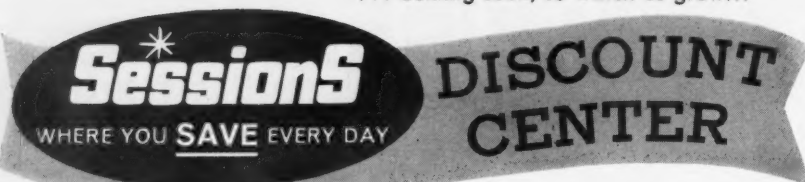
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Among other recognitions, DALLAS won top honors for "Best General Make-up and Typography." As typographers for DALLAS Magazine we are particularly proud of this recognition. Type by JCS continues to be associated with awards for excellence.

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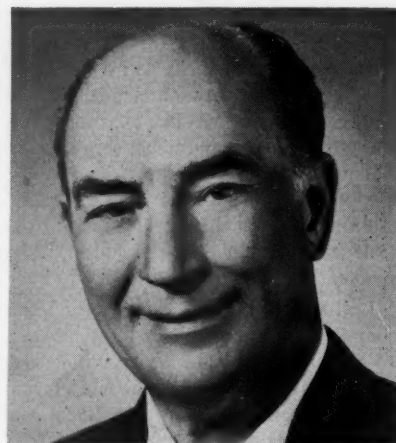
TYPOGRAPHERS TO THE SOUTHWEST

522 Browder Street

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DALLAS

Clubs and Associations



CIZEK

Cizek Heads Artists Group. Art Cizek has been installed as president of the Advertising Artists Association of Dallas. Other officers are Orval Browning, first vice-chairman; Tom Hansen, second vice-chairman; Peggy Leibolt, secretary, and Paul Cretian, treasurer.

Art Johanson, Lee Ethel, Dick Riblet and Roger Pendergrass are directors.

★

Export-Import Club Installs Brack. Rex Brack has been named president of the Dallas Export-Import Club.

Mr. Brack is vice-president in charge of traffic and sales for Braniff International Airways. He served as president of the Air Traffic Conference during 1957, and is Braniff's member representative to the International Air Transport Association.

Installed with Mr. Brack were Merwin L. Bonhan, first vice-president; Godcheaux Levi, second vice-president; Newton L. Hammet, secretary-treasurer, and Mrs. Louise Baskin, assistant secretary-treasurer.

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No need to buy! Ask about our *no-down-payment, long-term lease plan* on famous Stromberg-Carlson custom-engineered Sound Systems!

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Business Magazine of
America's Number One
Region of Opportunity

*We can't improve
on Lynn Landrum's copy. His
comments are
based on years of
editorial experience. Editorial
Excellence is the
foundation of
DALLAS'
sustained reader
interest.*

THINKING OUT LOUD

Spokesman for Dallas

WE ARE FORTUNATE in having a great Dallas Chamber of Commerce. And the chamber is fortunate in having the most attractive monthly publication produced in the entire United States by any chamber of commerce anywhere. The column did not award that ranking. But the American Association of Commerce Publications did award it. And it gave the award to Dallas Magazine, Dallas Chamber of Commerce.



Have a look at the June number of the magazine. It takes no second look for even the untrained eye to recognize striking use of color, attractive typography, workmanlike editorial judgment and genuine reader interest in the story of Dallas. And that is the secret of the success of the magazine—it doesn't tell the story of the Dallas Chamber of Commerce—it tells the story of Dallas. The chamber is so good that it doesn't have to toot its own horn. It is too busy tooting for Dallas.

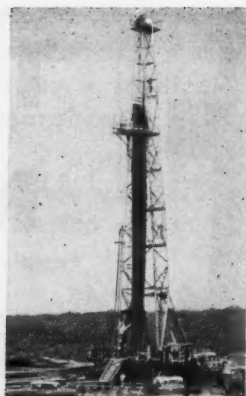
The Dallas Morning News

**For Rates and Information
Call Tom McHale,
Advertising Manager
Riverside 7-8451**

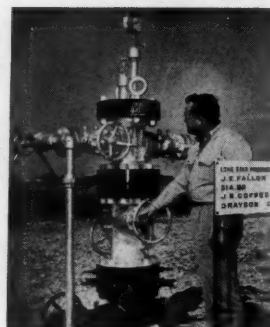
**DALLAS has been published since 1922 by
the Dallas Chamber of Commerce**



EXPLORATION — where natural gas begins. Constant search for new fields in order to provide for the increasing demand for the world's finest fuel.



DRILLING — after geological explorations are made, leasing completed, the rig is positioned and drilling begins. Drill bits bore deep into the earth to possible natural gas strata.



TYING-IN — natural gas from the fields to the transmission line. The natural gas has begun its long journey to you.

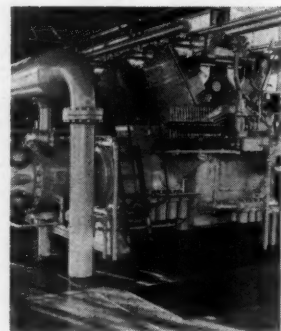
PIPELINES — a network of long distance pipelines is necessary to bring the natural gas



from its origination point to the city where it will serve uninterrupted, day and night.



PROCESSING PLANT — removes the liquid by-products of natural gas (hydrocarbons like butane, propane and isopentane and others). Dehydration plants remove all water vapors, preventing vapor freezing line plugs.



COMPRESSOR STATIONS — natural gas receives a boost. Pushed on by large compressors that accurately control pressure in the pipelines to assure safety and a constant, even flow.

All this adds up to an abundant supply of natural gas . . .

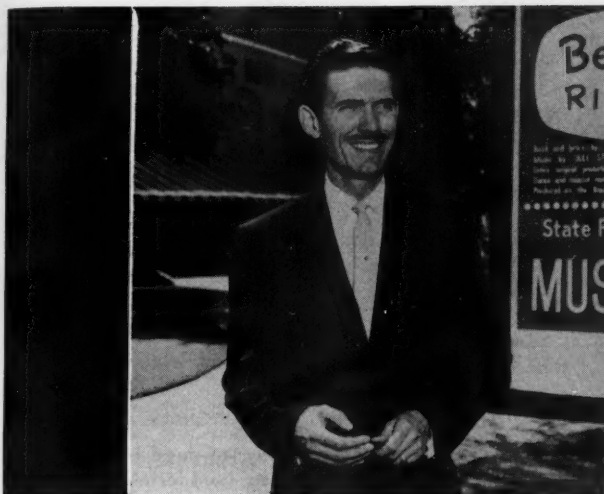
the world's most sought after fuel for modern living!

The natural gas you demand at your burner-tip travels this long distance, passes through all these processes before it enters your town. At this point it is transferred to the Lone Star Gas Company's city distribution lines. From here the job of getting natural gas to your home begins . . . beneath the city streets through the mains. Constant 24-hour a day dependability is provided for all your many gas requirements.

Lone Star actually produces only 15% of the natural gas required to serve its more than 800,000 customers in 458 Texas and Oklahoma towns and cities. This means the Company must purchase more gas to serve these towns and cities. Lone Star will continue to invest in the future of this rapidly growing region as it has for 50 years. Lone Star plans an expenditure totaling \$30,200,000 during 1959 for improvement and expansion of present facilities and in new construction.

Supplying your need for round-the-clock natural gas service is our obligation.

LONE STAR GAS COMPANY



Tom Hughes

YOUNG MEN GOING PLACES

by Elery Owens

Slender Tom Hughes fell early victim to that peculiar malady engendered by what is commonly known as show business.

When he was five and yea-high, he made his first public appearance — a recitation.

Now, at 28, he's entering his fifth season as Co-Producer of the State Fair Musicals — a post that finds him functioning as right hand man to Musicals chief, Charles R. Meeker, Jr.

For Tom, it's the culmination of a consuming interest in things theatrical that carried him through school and college — and an Army stint in the Far East.

As Co-Producer of the Musicals, his is a vital role in what is certainly a Dallas institution, with its contribution to the city's entertainment life.

As Tom puts it: "Where else for \$3.75 can you see the country's top shows, productions that are often superior to those on Broadway?"

Tom's job may be hectic, yet it's one he considers gratifying and intensely challenging. With as many facets as it has, it's also difficult to define. But his is the task of coordinating all the physical details of the Musical's operation.

It includes such diverse elements as supervision of the wardrobe department; box office and front-house activities, such as ushers and doormen; coordination of the various departments; solving casting and chorus problems and dealing with scenic and technical problems.

"I find myself doing everything from buying shoes for stars," says Tom, "to

making sure the scenery will operate without clobbering some star."

Altogether, it's enough to keep him on the run 18 to 24 hours a day during the Musicals 84-night season.

What's more, there's little letup once it's over. Hard on the heels of the Musicals season comes the State Fair of Texas, followed by the Cotton Bowl Review during the holiday season. With the first of the year comes the planning and production of another Musicals season.

In addition to being their Co-Producer, Tom is also manager of the State Fair Music Hall — home of the Dallas Symphony, the Dallas Civic Opera and scene of various concert attractions throughout the year.

Altogether, the past four seasons have given Tom the rare opportunity to work in nearly all the many phases of show business. It's been experience that would have been almost impossible to come by elsewhere — under one of the ablest mentors in the business, Charlie Meeker.

And for all this, Tom frankly credits luck. In 1955, he had returned home from two years service with Army intelligence in Japan. There, Tom had helped establish an outstanding area theater at 8th Army Headquarters.

It gave him a chance, off duty, to continue the interest he had maintained in the theater through his work toward a Bachelor's degree at North Texas State and a Masters' at Michigan State.

But back in Dallas, he was debating whether to take a chance on pounding the streets of New York, looking for a Broad-

way job — or putting his training in drama and debate to use as a teacher.

At this point, Tom heard that Mr. Meeker's assistant was leaving. He walked in, asked for an interview — and a week later, was on the Musicals staff.

That was the start of what Tom calls "one of the most fortunate things that could happen to anyone in show business."

What's ahead for him? Ultimately, Tom would probably like to produce shows — preferably off Broadway, where he feels the greatest challenge exists. But at the moment, he's too busy and too engrossed to concern himself very much with conjecture about the future.

Whatever it holds, it's a safe bet Tom Hughes will be ready.

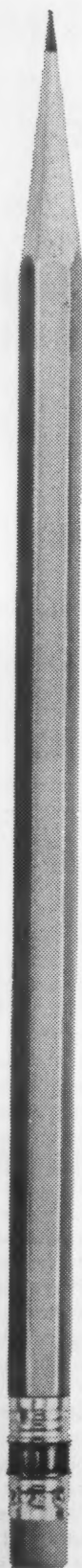
The Musicals season just ended provided an example of that. Tom pretty well put aside acting ambitions years ago to concentrate on production and directing. But during the production of the "Vagabond King," the actor playing the villain's role became ill — and Tom stepped in. He feverishly rehearsed, learned his lines and practiced a fencing scene.

"At 5:15," says Tom, "I was ready to go home for dinner. Instead, at 8:15, I was in makeup and black tights."

Tom played the villain's role for four performances — and what he calls one of his "more memorable" experiences in the theater.

A small point, perhaps — but indicative of triple-threat Tom Hughes' ability to face up to a challenge and meet it.

It's a faculty that has — and will — stand him in good stead in the many-phased world of show business.



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office furniture,
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ANNIVERSARIES



BEFORE the days of good highways and modern surface transportation, A. & P. "went where the customer lived." Pictured is a turn-of-the-century wagon store that delivered tea, coffee, spices and a few other basic commodities to rural patrons.

A&P Celebrates Hundredth Year

The nation's oldest chain retailer, the Great Atlantic & Pacific Tea Company, is celebrating its 100th anniversary this year.

A. & P. began in 1859 with a man, an idea and a shipment of tea. The man was George W. Hartford, then 26, who had left his home in Augusta, Maine, and had worked briefly in St. Louis before heading East again to New York City. His idea was to sell good tea, then the favorite national beverage, to New Yorkers at about a third of the retail price, by buying an entire clipper shipload and selling it directly to the public.

So successful was his venture in selling the first shipload at dockside that he immediately opened his first store at 31 Vesey Street in New York City. Outside, a huge gaslit T illuminated a store front of "real Chinese vermillion and flaked gold." Inside, the red and gold scheme was carried over to the huge tea bins that lined the walls. To bring the highest possible volume of customers to his store, George Hartford employed promotional techniques, including a brass band that played on Saturday nights, that was spectacular even in that day when P. T. Barnum was in his glory.

In 1869, the original Vesey Street location was outgrown and supplanted by a

World's Largest Janitor

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MAINTENANCE CO.**

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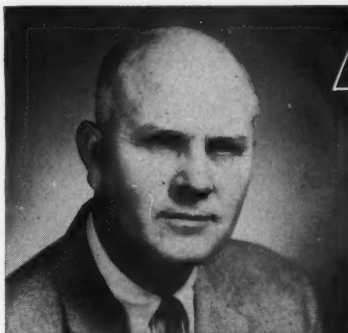
Anniversaries

larger location, coffee was added to the line and A. & P. expanded into Boston and Philadelphia. The stores came West to Chicago and Milwaukee in the early seventies and baking powder was added to their line in the 1880's. Wagon routes were also added and the Red and Gold A. & P. wagons fanned out into the rural areas.

Apparently the first A. & P. Stores in Texas were established about 1890. The first A. & P. Store in Dallas is listed in the 1894-95 City Directory. Located at 294 (Old) Elm Street, it listed tea, coffee, baking powder and condensed milk as its products and its manager was H. H. Wilson.

Their first "Economy Store" that marked the beginning of cash and carry shopping was opened in Jersey City in 1912. At that time individual A. & P. Stores offered the standard services of other food retailers. Their clerks took telephone orders, provided home delivery, gave away premiums and chalked up charge accounts. Their biggest store was in Jersey City.

In the mid-twenties, A. & P. introduced one-stop shopping by launching the "Combination Store." This store set up meat and green vegetable departments which had traditionally been separate stores. In the late thirties "super markets" entered the picture. Today, with more than 4,000 odd stores, the Great Atlantic & Pacific Tea Company is the world's leading organization for the purchase and distribution of food. Its Dallas County operations include 31 super-markets and Dallas operations are under the direction of John G. Christian, Jr., vice-president of the Southern Division of A. & P.



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1125 KIRBY BUILDING • DALLAS • RI 7-0842

Residential & Commercial

WEATHERTRON

ALL-ELECTRIC HEAT PUMP



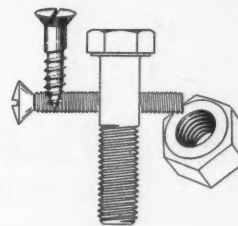
WEATHERBY AIR CONDITIONING CO.

TA 7-5436

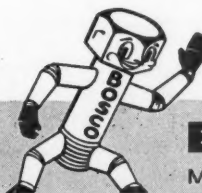


LA 8-1735

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One source in the
Southwest with a
Complete stock
Of industrial fasteners!



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buy **oak farms** milk... it's **BONDED FRESH** for \$1,000,000



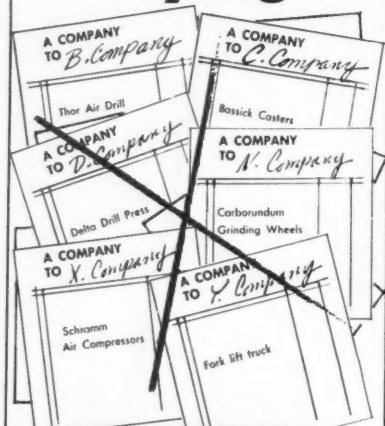
Only Oak Farms Milk is guaranteed by a ONE MILLION DOLLAR Product Quality Bond to stay Fresh and Sweet in your home refrigerator, for at least 10 days, or your money will be refunded.

Oak Farms Milk can be Bonded Fresh due to highest standards of scientific processing, refrigeration and transportation. It's best for you... for your family! Pick up Oak Farms Milk today!

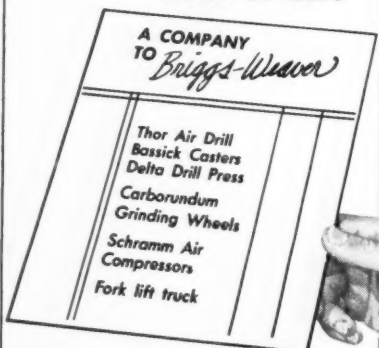


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one requisition, one receiving,
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**A minimum of bookkeeping
A maximum saving**

Plus large stocks always on hand
... fast delivery ... product in-
formation ... engineering serv-
ice ... quality products.

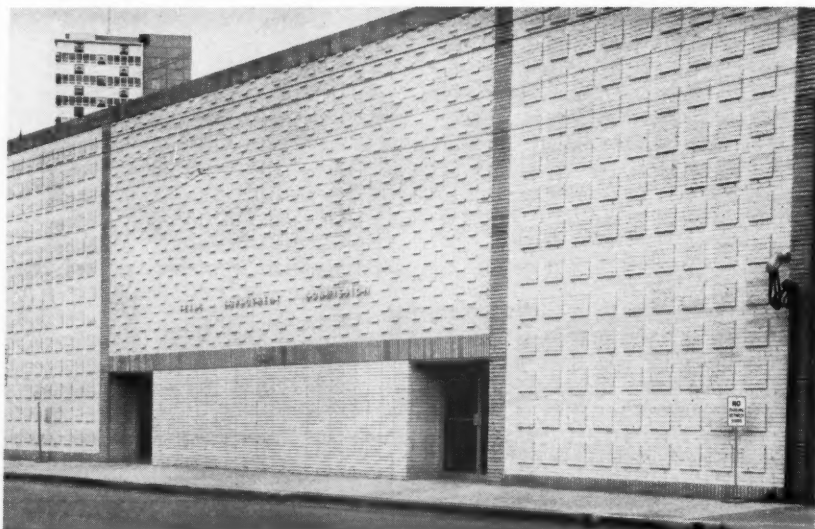
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Fort Worth — 222 N. University Drive — ED 6-5621
Houston — 300 S. 67th Street — WA 8-3361
Beaumont — 1005 S. 4th Street — TE 8-5261

NEW AND EXPANDING BUSINESS



TEXAS EMPLOYMENT COMMISSION'S new industrial office at 1206 Ross Avenue was designed especially for the Commission's needs.

► The Texas Employment Commission has moved its downtown industrial office from the present location at 2318 Live Oak Street to new quarters at 1206 Ross Avenue. The office will occupy a new 15,000-square-foot building constructed especially for the Commission's use. B. J. Monroe will continue to serve as manager at the new location, with a staff of approximately 70 employees.

★

► Air Power Products, a new Dallas business, has begun operation at 2214 Irving Boulevard in the Trinity Industrial District. The company will sell and service all kinds of pneumatic equipment and will serve the Dallas Urban Region trade area. The facility includes air-conditioned offices and warehouse and shop areas served by rail trackage and truck docks. Ernest Chrisholm, realtor, handled the lease negotiations.

★

► Evans Young Wyatt, advertising, has opened at 5635 Yale Boulevard. Formerly account executive for two San Antonio agencies and most recently vice president of Ted Workman, Advertising of Dallas, Mr. Wyatt offers a total of 12 years of advertising agency experience plus nine years as advertising manager for Dick Chemical Company and Oneida Products, Inc., both of New York. Mr. Wyatt holds a degree in Journalism and is a former newspaperman. He has attended professional schools on radio, television, advertising production and photography. He

has handled advertising for more than 100 consumer, industrial and service accounts — many of them national and international names.

★

► Donald J. Tobin, Dallas real estate broker and former president of the W. A. Green's department store, has opened his own real estate firm at 211 Ervay. The firm will specialize in business real estate with emphasis on business properties, land, buildings, leases, and lease backs. Since his retirement from W. A. Green's in November of 1956, Mr. Tobin has been a real estate broker for the Moser Co. where he specialized in retail leasing.

★

► Van Waters and Rogers, Inc., 10216 Denton Drive, has recently completed a 20,000-square-foot brick office and warehouse addition. The company acquired Marshall and Moore, upholstery supply company, a year ago, and the new building accommodates the upholstery division. It also provides additional facilities for the firm's industrial chemical, agricultural supply and cotton departments.

★

► Electronic Equipment Engineering, Inc. has moved into a new 8,000-square-foot home office and factory at 2648 Brenner Street in Highland Industrial Park near Love Field. The three-year-old firm specializes in all types of aviation electronics. Adjoining the new building is a 50-car hard topped parking lot and allowances have been made for future expansion.



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BER, 1959

Accident occurs . . .

Immediate first aid given . . .

TEIA authorizes hospital and medical treatment . . .

TEIA begins payment of weekly benefits.

If you've bought your workmen's compensation insurance from TEIA, all of this is done promptly, efficiently. We believe that excellent claim service is a strong link in the chain of loyalty that links employer to employee.

Most employers do, too; that's one of the reasons why employers in Texas buy more workmen's compensation insurance from TEIA than any other company.

Why not see your nearest TEIA man soon?

First with Texas Industry for 45 years

TEIA TEXAS EMPLOYERS' INSURANCE ASSOCIATION

HOME OFFICE: DALLAS | 25 SERVICE OFFICES IN TEXAS | AUSTIN F. ALLEN, CHAIRMAN OF THE BOARD | BEN H. MITCHELL, PRESIDENT

50 more new White Freightliner super transports...another 25 modern diesel refrigerated 40-foot trailers...and 50 more new radio-dispatched pickup trucks...indeed,

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again finds America's goingest
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WESTERN GILLETTE

FOR SHIPPERS THIS FLEET EXPANSION MEANS BETTER SERVICE! Today Western Gillette supports their service pledge with the finest transportation equipment available... 244 modern highway tractors...115 refrigerated trailers...more than 470 pickup trucks. Whatever you ship, LTL or truckload you'll have it where it's supposed to be, when it's supposed to be there when it goes via Western Gillette.



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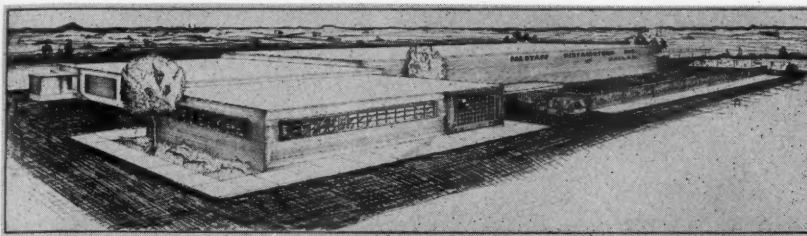
SUNSHINE SERVICE



DAILY DIRECT SINGLE LINE SERVICE

Overnight to Houston, Oklahoma City, Tulsa.
1st Day Delivery to Kansas City
2nd Morning Delivery to Phoenix, Tucson
3rd Morning Delivery to Los Angeles, San Francisco

New and Expanding Business

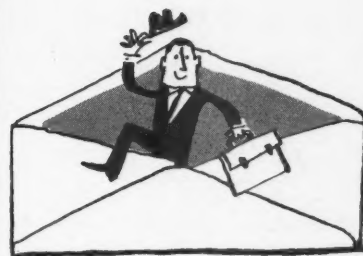


Falstaff Distributors Begins New Warehouse

Falstaff Distributors, Inc., of Dallas has begun construction on a new warehouse terminal at 3000 Junius Street. The new location will contain 4,500 feet of office space, 21,000 feet of warehouse storage and a parking area for up to 100 trucks. Contractors are McFadden & Miller. Donald H. Speck is architect.

► Linz Business Gift Division has been formed by Linz Brothers, Inc., pioneer Dallas jewelry store. Headed by Asher Dreyfus, Jr., secretary of the 83-year-old firm, the new department will specialize in planning and executing individualized programs of year-round gift giving by business and industry to clients, business associates and employees.

► Delhi-Taylor Oil Corporation has acquired all of the outstanding stock of Southern Oil Company of Fort Lauderdale, Florida. Southern, an independent retail marketer with 60 service stations in Southern Florida, will be a subsidiary of Delhi, but its brand name will not be changed. J. Paul Peek, who was the principal stockholder of Southern, will continue as president.



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meeting
of minds...

The Board Room of the Dallas Bell Telephone Credit Union, an example of Stewart's complete decorating service, is planned around the custom-made black walnut conference table. Warm woody hues are echoed in the duo-tone beige and brown carpet; the doeskin walls and draperies are color-matched to the scenic wallpaper panel. Gunlocke chairs, upholstered in Turquoise Cordero, reflect the turquoise and olive coloring of the ducks in flight. Lighting accent is furnished by the gold finish chandelier. Harmonizing colors are carried out in other Credit Union offices.

... yours and
Stewart's, of course
... when you
choose Stewart's
experienced deco-
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office or business.
Consult Stewart's
today.

STORE AND FURNITURE DISPLAY / 1523 COMMERCE STREET

**GENERAL OFFICE AND DUPLICATOR DIV. / 400 S. AUSTIN
RI 7-8581**





Circle Inn Motor Hotel Opens in Dallas

Circle Inn Motor Hotel has opened on Northwest Highway at Loop 12 at the Circle. Suspended ten feet in the air with concrete beams exposed, Circle Inn provides ground level parking and elevator service to every floor.

► Bauer Aluminum Company, a newly-chartered Texas corporation, is constructing an aluminum extrusion mill in Richardson, with operation expected to begin in November. Located in the Ling Expressway Center, the 17,200-square-foot plant is being built by Gower & Folsom Construction Company. Lease negotiations were handled by Campbell and Campbell, Realtors. Rail service will be supplied by Southern Pacific Railway. Art G. Bauer is president of the new firm. The other incorporators were W. O. Childress, secretary-treasurer; James J. Ling and Thomas A. O'Dwyer. All are from Dallas.

★

► Margo's Inc., Dallas-based chain of ladies exclusive specialty stores, is now finishing the exterior and interior decorations of their twelfth unit in Park Plaza Village, Arlington.

► Dot Records, a subsidiary of Paramount Pictures, Inc., has opened its own distribution office for the North Texas area and leased a building at 1630 Irving Boulevard through the Stanley Hickman Company, realtors. Ron Weed is the newly-appointed manager of the firm.

★

► The Coleman Company, manufacturer of residential heating and air conditioning systems, has occupied its new Southwestern branch headquarters at 8929 Diplomacy Row in Brook Hollow Industrial District. The 15,000-square-foot warehouse and office building is served by three truck doors and two rail doors opening on a Rock Island spur. Paved, off-street parking is provided. Grady Jordan & Company, Realtors, handled real estate negotiations for the new facility which was constructed by McFadden & Miller Construction Company for Trammel Crow, investment builder.

★

► The Miniature Products, Inc., formerly of Wichita, Kansas, has moved its entire manufacturing plant to 7824 Brookhollow Road, Dallas. The company specializes in the manufacture of photographic models used in exhibits and displays. Officers of the new Dallas firm are C. W. Winchell, chairman of the board; J. C. Isom, president, and Tom J. Lewis, Dallas area sales manager.

★

► Jim Penland's Boys' and Men's Wear has opened at 615 Preston Royal Village. Jock Bigger is owner of the shoe department and the store's general manager.



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display des-
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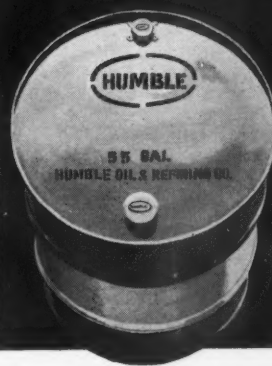
Humble Lubricants promote peak operating efficiency— longer engine life.

Humble produces a complete line of industrial oils for every lubrication need.

Humble industrial oils are produced from the best of crude stocks. These are carefully refined in Humble's great Baytown Refinery. Selected additives are blended in to give special qualities — detergency, rust and oxidation prevention, low pour point, increased film strength.

Humble industrial oils minimize engine deposits and reduce friction wear — allowing your engines to maintain peak operating efficiency and peak power output longer without costly down-time.

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- SALES INCENTIVE PROGRAMS
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The Cost Is The Same With Or Without Our Help

Call or write

HOYT TOURS Incorporated

Southland Center Sinclair Building
Phone RI 8-7777 Phone ED 6-3939
Dallas 1, Texas Ft. Worth 2, Texas

New and Expanding Business



Snap-On Tools Occupies New Building

The Snap-On Tools Corporation of Kenosha, Wis., has moved into a new \$125,000 warehouse and office building in Brook Hollow Industrial District. The brick and steel structure has a floor area of 10,000 square feet. Williams & Wagner Construction Company, Inc., was general contractor. Vaughn Rozelle handled real estate negotiations.

► Amphibious Boats, Inc., 2525 Oakland, has recently been formed to manufacture amphibious fiberglass boats, an innovation in the boating field. The 17-foot craft is equipped with its own retractable wheel assembly which eliminates the need for a boat trailer. The boat can be towed on the road by a car. After launching, the wheel assembly is retracted into a seat-well within the boat, hidden from view. E. Richard Verrill is president of the new

firm which also will produce several models of conventional boats.

★

► Patterns, Inc., specialists in wood and metal foundry patterns, has opened a business at 2022 Farrington Street in the Trinity Industrial District. This is a temporary location while a new and larger building is being constructed at 2500 Farrington. Joe Cohen is owner of the new firm.

Today management is predominantly optimistic. This optimism has its tangible expression in terms of growth... new product research and product diversification... new building and modernization of facilities... expanded sales and advertising activity. ☞ Three basic factors are responsible for this expansion... increased rate of population growth... increased desire of people for the better life... increased productivity. ☞ We serve a growing number of growing businesses and would appreciate the opportunity of serving you. Our record of service has been uninterrupted since 1884.

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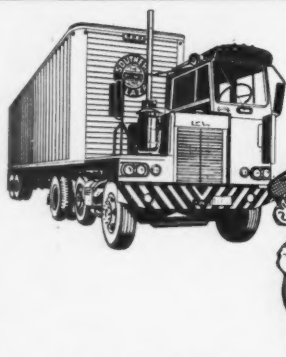
1400 Main Street • Dallas • RI 1-5101

New and Expanding Business—

► Ling-Altec Electronics, Inc., has purchased all the outstanding shares of Continental Electronics Manufacturing Company in a \$3,600,000 transaction. Continental is widely known through its development of the world's largest super power radio transmitters for the Voice of America installations in the Philippines, Okinawa, Southern Germany and the United States. Facilities of the company in Dallas include 58,000 square feet of manufacturing and office space, and temporary quarters at various sites of large installations under construction. Ling-Altec is a leading producer of high power vibration testing equipment used in the missile and airplane programs.

★

► Machinists Tools & Supplies, Inc., has begun operations in a new building constructed for its special needs at 1307 Chemical Street in the Trinity Industrial District. The firm, newly organized, represents and sells a selected group of lines related to the tooling field. Williams and Wagner Construction Company was the general contractor for the building and Harry Garrett, realtor, handled lease negotiations.



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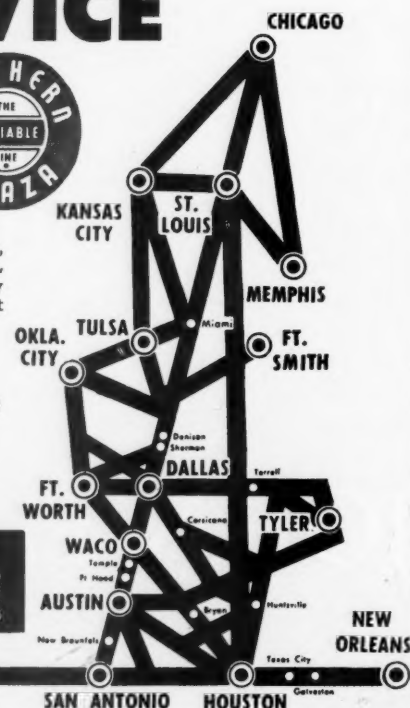
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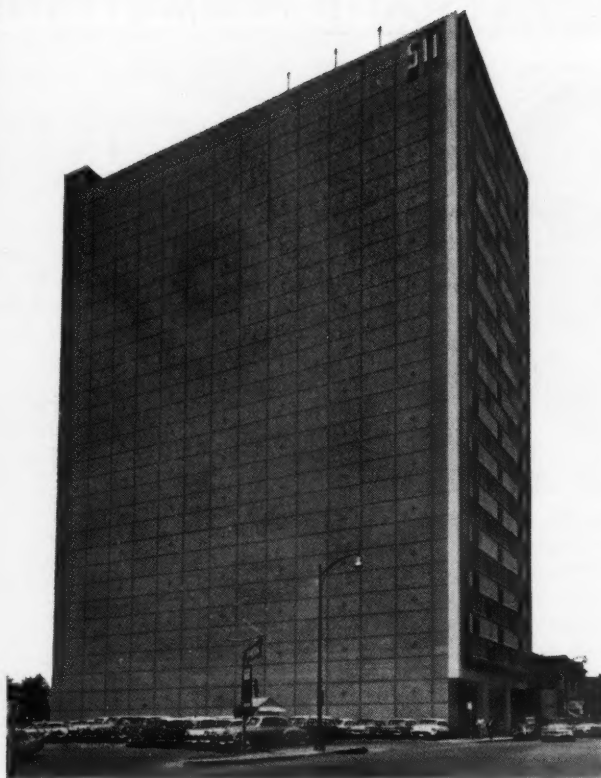
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Natkin is helping build the new Dallas skyline

All over Dallas new structures are rising to change the city's skyline. In more and more of this new construction Natkin & Company is installing air conditioning, heating, plumbing and other mechanical equipment. Among the new buildings to which Dallas and Natkin point with pride are the three impressive new structures shown here.

BAPTIST ANNUITY CENTER BUILDING

Seventeen stories in which Natkin installed air conditioning, heating and plumbing. The building's cooling system includes a 564-ton absorption refrigeration machine and 20 separate air-handling units.



JORCOR BUILDING

Twenty stories of air conditioning, heating and plumbing installed by Natkin. Two 300-ton centrifugal machines supply the refrigeration for the high-pressure, single-duct system.

TURTLE CREEK APARTMENT BUILDING

Twenty-three stories of luxury apartments with mechanical installations by Natkin. A 600-ton refrigeration machine air conditions the building through a high-pressure, double-duct distribution system. The 102 apartments have a total of 895 plumbing fixtures.



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APPOINTMENTS AND PROMOTIONS



H. E. (GENE) COLLINS, vice-president at Hesse Envelope Company, has been named general sales manager. Mr. Collins has been with the firm for 35 years, most of the time as a sales executive. He recently was elected to the board of directors. Other Hesse promotions include **JIM L. THOMAS**, appointed district sales manager, and **JACK WRIGHT**, advanced to sales service manager.

★

CLARDY McCULLAR has been appointed to the public relations staff of Clarke, Dunagan and Huffines, Inc., Dallas-based marketing firm. Mr. McCullar has been a Dallas Morning News staff reporter for the last six years.

★

BEN H. CARPENTER, chairman of the board of Southland Life Insurance Company, has been elected a director of the Republic National Bank of Dallas. A native Dallasite, Mr. Carpenter is also president of the Trinity Valley Cattle Company and the National Real Estate Development Corporation. He is vice-president and a director of the Trinity Improvement Association, and in 1955 was named director and first president of the Trinity River Authority.

D. RILEY SIMMONS has been named business management manager for the Dallas region, Plymouth-De Soto Division of Chrysler Motors Corporation. Mr. Simmons, a Baylor University graduate and formerly Plymouth-De Soto district manager in Lubbock, will work with dealers throughout the Dallas region which includes Texas and New Mexico. He has been with Chrysler three and one-half years and in the automobile business since 1949.



EDWIN HAIRE of the Dallas office of the Dow Corning Corporation, has been named manager of the firm's Southwestern branch in Dallas. Mr. Haire received his B.S. degree from Western Michigan University and his masters degree from Wayne State University. He was associate professor of Mathematics at Lawrence Institute of Technology in Detroit before joining Dow Corning in 1952.

★

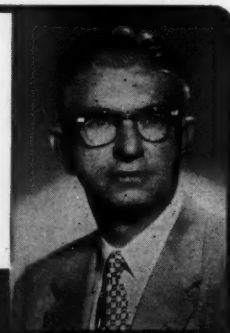
J. S. McNAMARA, JR., M.D., has been elected president of Smith-Perry Electric Company, Dallas. **JAMES A. MORROW** has been elected executive vice-president and re-elected general manager. **CLEBURNE WARRICK** has been re-elected secretary of the firm.

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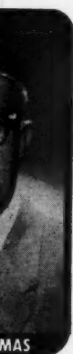
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Appointments and Promotions—



JOHN F. SPRAGINS, JR., former staff member of the Dallas Chamber of Commerce, has been appointed assistant to the managing director of the Dallas Chapter of The Associated General Contractors of America, Inc. Mr. Spragins, a native of Dallas, is a graduate of Texas A&M College and Baylor University where he attended law school and served on the faculty of the School of Business. He is a member of the Texas Society of Association Executives.



HENRY L. GRAVES has been elected executive vice-president and secretary of Metropolitan Savings and Loan Association. Prior to this appointment, Mr. Graves was executive vice president of the First Federal Savings and Loan Association of Paris, Texas. A graduate of Texas A&M College, he is a member of the legislative committee of the National Savings and Loan League.

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Appointments and Promotions—



EDMOND C. BURNES has been appointed division freight agent in charge of the Dallas area of the Santa Fe Railway. Mr. Burnes has held various positions with the railway at Topeka, Hutchinson and Atchison, Kansas, and at Tulsa and Fort Madison, Iowa. He was appointed assistant division freight agent at Dallas in 1957. **J. B. HARDIN**, formerly chief clerk, has been named assistant division freight agent. Mr. Hardin has held various positions with the Santa Fe since 1944, serving at Houston, Galveston and Dallas.

★
CHARLES A. JOHNSTON has been promoted to general freight agent of the Texas and Pacific Railway Company. Other promotions in the Dallas general agent's office of the railway company include **HARVEY H. TILFORD**, advanced to general agent; **WILLIAM N. STANLEY**, elevated to commercial agent, and **HERRIN T. LYNCH** named freight agent. Mr. Johnston, a native Dallasite, joined the Texas and Pacific in 1927 and has served the company in various positions, becoming general agent in Dallas in 1946.

★
RICHARD M. PERDUE has been named press relations manager of Texas Instruments Incorporated. Mr. Perdue studied advertising and marketing at Southern Methodist University and holds a degree in social science and journalism from Hendrix College, Conway, Arkansas. Prior to joining Texas Instruments, he served as public relations and advertising manager for Ideco, Inc., Dallas.

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APPOINTMENTS AND PROMOTIONS

Name	Company	Position
William A. Barley	Southwest Airmotive	Assistant service sales manager
B. Saunders Brooks	W. A. McKinley Co.	Manager, commercial and industrial property
Guy R. Cannon	Southland Life Insurance	Manager, special assignments
Jack R. Crice	Fred L. Haskett Travel Service	Travel consultant
Gloria Danbom	Clarke, Dunagan & Huffhines	Copywriter
James A. Denton	Bevel Associates	Copywriter
Robert L. Dupuy	Dal-Tex Aviation	Sales representative
Jack Franzen	Fox & Jacobs	General sales manager
Robert Gardner	REAL Airlines	District sales manager
Peter M. Kaufmann	Parker & Jones Advertising	Director, marketing research
Mrs. Bryon F. Moore	Circle Inn Motor Hotel	Manager
J. A. McMahon, Jr.	United Bankers Life	Field assistant
Henry Seals	North American Merchandising	Office manager, Comptroller
Charles Spivy	Koch & Fowler and Grafe	Director, planning
Bill Sturgeon	Clarke, Dunagan & Huffhines	Copywriter
Jack R. Terrell	Hillcrest State Bank	Assistant cashier
Jerry L. Travers	Massachusetts Mutual Life	Representative
Blake Tucker	Southwest Airmotive Co.	Sales representative

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Appointments and Promotions—



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GORDON DURDEN and J. LANHAM HIGGINBOTHAM, JR., CLU, have formed a partnership for writing a complete line of general insurance. The partnership will be known as Durden-Higginbotham and Company and will be located at 2100 Jackson Street. Both men have represented Pan-American Life Insurance Company for the past ten years. Mr. Durden has been general agent for the firm and will continue to run that agency. Mr. Higginbotham will run the fire and casualty agency.

★

EDWARD C. TRIPP has been named to the post of sales manager of Dr Pepper Bottling Company in Dallas. **GRADY GARRETT** has become the firm's pre-mix sales and special events manager, and **G. A. McCORKLE** will head up warehouse operations. Mr. Tripp joined Dr Pepper as route salesman in 1947 and took over as manager of the company's pre-mix sales and special events in 1952. Joining the company in 1951 as route salesman, Mr. Garrett was moved up to warehouse supervisor in 1957. Mr. McCorkle, veteran member of the local sales organization, first came with Dr Pepper in 1931 as route salesman.

★

TROY RAY COX, for 16 years supervisor of employment and training for Dallas Transit Company, has been named superintendent of employment for the transit system. A former deputy sheriff of his native town of Killeen, Mr. Cox began his Dallas Transit career as a bus operator 23 years ago. He advanced to his present post through the ranks as driving instructor and relief supervisor.

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EMBER, 1959

A black and white portrait of a middle-aged man with short, dark hair, wearing a dark suit jacket, white shirt, and dark tie. He is looking directly at the camera with a neutral expression. The background is a mottled grey.

*

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Women in BUSINESS

by Paul Rosenfield



Avalyn Carroll

Avalyn Carroll, who had a bad fall about 10 years ago, now sells tickets to others who may someday have the same kind of fall.

But Mrs. Carroll, a grandmother, laughingly says it doesn't usually work out that way. In 1949, she slipped and fell on some ice at her home. And today, she sells tickets at the Ice Arena at Fair Park, a key part of a business career with the State Fair of Texas that started in 1938.

Mrs. Carroll was cashier for both the 1936 Centennial and the 1937 Pan-American Exhibition. The following year she started selling reserve seat tickets for all shows booked into the Fair, mainly the Band Shell, where the famous Starlight Operettas were held.

She was in charge of tickets when the Ice Arena opened in 1941 and stayed there three years before taking over the State Fair ticket office in 1944. Then, in 1951, she returned to her old job at the Ice Arena and has been there ever since.

Nobody knows better than Mrs. Carroll that ticket-selling is not a simple task. It isn't just a matter of taking the money and handing out a ticket. People have to be satisfied that they get the best seat available.

"Most people have learned that they have to order tickets ahead of time if they want good seats," she said. "And for the late comers, all ticket sellers are instructed to give them the best seats still

available. Some people grumble, but not very many."

One Dallas man started his ticket buying early for this year's Ice Capades. He first ordered six tickets, then added six more, and then six more. Now, he has bought out one complete row of 25 seats.

It is difficult to be a hard-hearted ticket seller. Mrs. Carroll found that out early in her career.

"It makes me feel just terrible when people outside are clamoring for tickets and there just aren't any to be had," she said.

"It is just heart-breaking, especially on Rural Youth Day at the Fair, to see these youngsters stand outside and wish they could see the show. But space gives out," Mrs. Carroll said.

Every ticket seller always has a few nightmares. Occasionally, duplicate tickets are accidentally printed, and two people end up with the same seat. Then, the only thing to do is to somehow seat both parties and try to explain the mixup, Mrs. Carroll said.

And doormen have been known to accidentally admit a ticket holder on the wrong date. If the ticket was for an earlier date and the holder has missed the performance, every effort is made to seat him. If the ticket is for a latter date, however, that fact is usually pointed out and he is asked to come back — unless he lives far from Dallas.

Of course, there is a lighter side to Mrs.

Carroll's job. Situations involving some ticket buyers afford many a laugh, and help make it fun to be busy.

There was a performance at Ice Capades, for example, when a neatly attired middle-aged man bought a ticket. Just one. Nobody would have thought anything about that, except for the fact that he bought two programs. In a casual manner, the program seller tried to conceal her curiosity and asked if the man had said two programs.

"Yep. Two programs. I didn't bring my wife, but at least she can read about the show," he answered.

Does a person in the business of checking numbers and making the right change ever dream about it? Naturally. Mrs. Carroll admits that she often dreams about mathematics, mostly adding and subtracting, and about handing people the right tickets. And in her dreams, just like in real life, she doesn't make many mistakes.

"I try to stay calm, do things methodically yet exactly, and mistakes have been very few," she said. "One thing a ticket seller cannot do is to let an anxious crowd upset the balance. If that happens, errors come by the carload, and people not only get the wrong tickets but the wrong change."

If work can be called a hobby, Mrs. Carroll has one. She frankly admits her time is too occupied for hobbies, and she plans to keep it that way for a long time.



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DALLAS • SEPTEMBER, 1959

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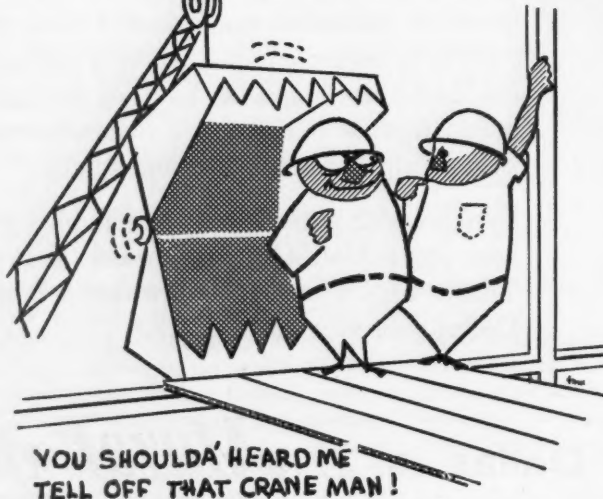
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From Tents to Coliseum

(Continued from Page 21)

Poultry Shows and Auction, Oct. 10 - 25.

In the Coliseum itself, of course, the horse will be King.

The new State Fair Horse Show offers a total of \$34,840 in cash premiums and features most of the fashionable light horse breeds in the United States. With the new Coliseum, for the first time, the Fair has an adequate facility to present such an ambitious schedule of horse events.

The show will present three different series of shows. It will bring together in one show for the first time at the State Fair such breeds as the American Saddle Horse, Tennessee Walking Horse, Thoroughbred, Standardbred and Arabian. The popular Quarter Horses, Palominos and Shetland Ponies which have been featured in previous State Fair shows also will be spotlighted.

The show's opening Series I, Oct. 10-13, will feature 3 and 5-gaited horses, fine harness horses, Futurity of Texas, walking horses, road and parade horses and hunters and jumpers.

Series II, Oct. 14 - 18, will star the ever-popular Open Cutting Horse Contest and Quarter horse conformation and performance classes.

The third series of the horse show, Oct. 20 - 25, will present Shetland Ponies and Palomino and Arabian horses in halter and performance classes.

Now in its eighth year, the Pan-American Livestock Exposition has become recognized throughout the Western Hemisphere as the outstanding international show window and market place for purebred livestock. Again this year, hundreds of influential businessmen, livestock raisers and government officials are expected to visit the Pan-American. And top livestock breeders from throughout the country will be on hand with the best of their blueblooded championship stock.

The Pan-American offers a total of \$60,247 in premiums for twenty-five breeds of beef and dairy cattle, swine, sheep and goats. Beef cattle on exhibit will include Angus, Brahman, Hereford, Santa Gertrudis, Shorthorn and Charolais, and dairy breeds will be Ayrshire, Guernsey, Holstein-Friesian, Jersey and Milking

ELECTROTYPERS
SAM ROSS McELREATH CO.

DALLAS • SEPTEMBER, 1959

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Oct. 10-25.
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Shorthorn. There will also be display herds of Brangus and Charbray cattle.

The Pan-American will be presented during the first nine days of the Fair, and the important Junior Livestock Shows will follow during the second half.

The Junior shows offer \$21,951 in premiums for steers, beef heifers, dairy animals, pigs and lambs. In addition, the Junior Livestock Auction Sales will give hundreds of youngsters from all over the state an opportunity to take home quite a bit of folding money. The sales are scheduled Oct. 23 and 24.

In the Poultry Show this year, \$3,028 in premiums will be offered for chickens, turkeys and in the egg-laying contest. Junior auction sales for turkeys will be held Oct. 14 and for broilers Oct. 20.

For city folks who just like to browse through the cattle barns, for horse show fanciers who thrill to the excitement of a sleek steed, for boys and girls who've been working hard for months down on the farm to get their animals ready for exhibition, for exhibitors of purebred stock from near and far — for all the millions who'll come to the 1959 State Fair of Texas, it promises to be a great year for the livestock department.



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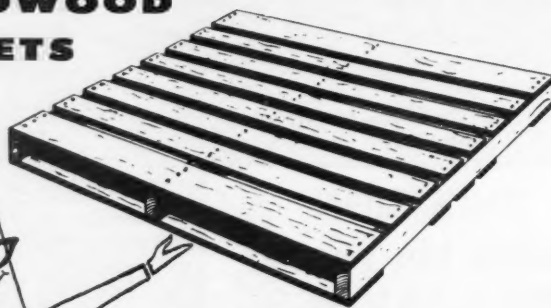
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Dallas, Texas4101 San Jacinto JA 2-4647
Houston, Texas**Forty Million Dollar Fair**

(Continued from page 16)

will make up the bulk of the visitors on October 24, West Texas and Fort Worth Day at the Fair.

In between the major special days are dozens of others, marking participation in the exposition by groups from all over the state.

The 1959 State Fair of Texas is an event that has been a year in preparation by the permanent staff headed by James H. Stewart as executive vice president and general manager. Mr. Stewart, onetime athletic director at SMU and former executive secretary of the Southwest Athletic Conference, has headed up the active administration of the Fair since 1950 and is regarded as one of the most astute managers in a difficult and demanding field. The theatrical aspects of the Fair are under the capable direction of Charles M. Meeker Jr., vice president of the Fair and managing director of the State Fair Music Hall.

One of the most complex jobs at the Fair is that of Arthur K. Hale, who with his assistants Kenneth Collins and Frank Wyatt, handles the literally millions of tickets involved in the Fair's operations, and who has multiple responsibilities as secretary-auditor, Cotton Bowl stadium manager and concessions manager.

Ray W. Wilson, manager of the livestock, agriculture and youth activities department of the Fair, and his assistant, Don C. Clark, plan and supervise the staging of the myriad livestock events, the agriculture show and the vast Rural Youth Operation.

In charge of exhibits and scheduling of the hundreds of special days and events is Joseph B. Tucker Jr. and his assistants Kenneth W. Erickson, for sales, and Peggy Melton, for special events. Fred Tenant Jr. from his long experience with the Fair manages the hundreds of concessions and Midway attractions.

Director of the Women's Department is Mrs. Leah Jarrett, who annually comes up with a well-rounded program of exhibits competitive events and contests for her attractive show in the Women's Building. W. E. Sneed, superintendent of buildings and grounds, is responsible for maintenance of the Fair plant throughout the year, and for carrying out the many construction projects, large and small, that it takes to put on the fair. Dave Robb is manager of the gates department, and has supervision over the hundreds of gate attendants and ticket takers.

These executives put the Fair together, and along with literally thousands of

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others — fair employees, concessionaires, exhibits personnel, entertainers, police officers, miscellaneous workers—will keep it rolling for the “seventeen glorious nights and sixteen wondrous days” that are promised by the State Fair of Texas this October.

*

Stars Light State Fair Galaxy
(Continued from page 19)

The Cotton Bowl will be filled with colorful crowds and even more colorful teams in a full football schedule during the Fair. Missouri will travel to Dallas to meet SMU at 8 p.m. Friday, October 9. And on Saturday, October 10, kickoff at 2 p.m. will renew the traditional rivalry between the orange and white of the University of Texas and the Big Red from the University of Oklahoma. At 8 p.m. Monday, October 19, Texas Southern University will meet Prairie View A&M College. The final Fair-time college game will pit SMU and Texas Tech at 8 p.m. the last Saturday of the Fair, October 24. High school and junior high school games will be played October 19, 22 and 23.

The Million Dollar Midway, always a “must” for both young and older visitors, boasts every type of thrill ride, sideshow and amusement device. There’ll be “Dancing Waters,” the colorful fountains of splashing, lighted water; the towering “Skywheels,” the futuristic “Star Flyer” space ride; the exciting “Calypso” and “Wild Mouse” and many, many more.

Music always plays a starring entertainment role at the Fair. There’ll be the Chrysler Highlanders, USAF Air Training Command band, Hank Thompson and his band, the Firehouse Rhythm Kings and a full day of music on Music Festival Day, provided by hundreds of statewide high school bands, choruses and orchestras. Special events like the North Texas Firemen’s Pumper Races will abound.

One of the features of the Women’s Department again this year will be the Sewing Fashion Festival, free several times daily in the auditorium of the air-conditioned Women’s Building.

Free movies are presented almost continuously in the General Exhibits Building—color travelogs in the International Theater adjacent to the Texas International Trade Fair, and Southwest Conference football game films in the Humble Exhibit.

Entertainment at the giant exposition this year promises to be even better than ever, with “something for everybody.”

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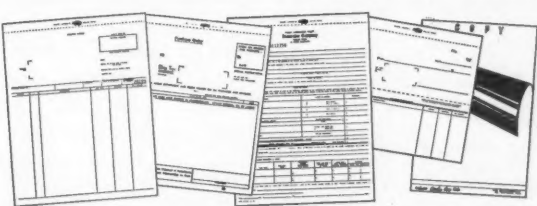


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BOOKS FOR BUSINESSMEN



October will be "Dallas Month" among book publishers. The month will see five new books by Dallas authors and editors, plus a sixth that has two of its chapters by Dallas writers.

First to appear will be "The Great Buffalo Hunt," by Wayne Gard, Dallas News editorial writer and widely known historian. Published in New York Oct. 19 by Alfred A. Knopf, Inc., it will be a comprehensive and profusely illustrated history of buffalo hunting in the West. This will be Mr. Gard's sixth book, the most popular of his earlier ones being "The Chisholm Trail."

Appearing a week later will be "The Cowboy Reader," a collection of cowboy lore by many writers, edited by Allen Maxwell and Lon Tinkle of Southern Methodist University and the Dallas News book page, respectively. It will be published by Longmans. Among those whose work it reprints are two Dallas authors, Ramon F. Adams and Wayne Gard.

On sale Oct. 29 will be "The Day of San Jacinto," by Frank X. Tolbert, Dallas News columnist. This book, Tolbert's fourth, will describe the battle of San Jacinto, in which Gen. Sam Houston's tattered Texas Army defeated and captured Santa Anna. It will be published by McGraw-Hill.

October will bring also "The Rambling Herd," compiled by Ramon F. Adams of Dallas. Published by the University of Oklahoma Press, this will be a bibliography of books and pamphlets on men and events in the cattle industry. Adams is the author of "Cowboy Lingo," "Come and Get It," and several other books.

The one novel in the group is "One

Touch of Ecstasy," by Gwynne Wimberly, published by Frederick Fell. The author is, in private life, the wife of a Dallas lawyer, Jack B. Shook, 4301 Beverly Drive.

Two Dallas writers, Eugene Butler, editor of the *Progressive Farmer*, and Wayne Gard, contribute chapters to "This Is the South," which Rand McNally and Company will publish on Oct. 5.

Success and Failure in Small Manufacturing is a study of 20 small manufacturing concerns, prepared by two business experts from the University of Pittsburgh, A. M. Woodruff and T. G. Alexander. The presentation is sober, concise and professional. From the facts emerges the pattern of the successful small manufacturing plant, as well as the unsuccessful. Anyone interested in this phase of business might well profit by the book's insights.

Eat Well and Stay Well, by Ancel and Margaret Keys, sums up the latest medical findings on diet and its relationship to good health. The work should be of particular interest to people with heart or reducing troubles. Menus and recipes are given to enable the reader to use the book's nutritional intelligence, and the recipes read like a gourmet's schedule. The foreword is written by Paul Dudley White, the President's doctor, who gives the book the plug it deserves.

The engineer-in-practice and the just-graduated will probably lean heavily on **How to Become a Professional Engineer**, by John Constance. There is a listing of the basic requirements for licensure in any state, and a summary of state registration laws. Much useful information is offered on preparing for and taking examinations. At the back is a list of study aids. Recommended heavily if needed.

Frank M. Knox's **Integrated Cost Control in the Office** is the perfect antidote to spiraling office costs. Knox explains how to examine, analyze and reconstruct office procedures in order to create work procedures and systems which will be efficient, and yet be harmonious with the entire organization. Down-to-earth.

How to Turn Extra Time into Extra Money, authored by Bill and Sue Severn,

Books



is a gathering of business possibilities for the stay-at-home. Emphasis is on things easy to do and requiring little capital. Perfect for the wife who wants to earn her own fur coat.

*

Specialized but good is Zelma Bendure's **How to Operate a Shoe Store More Profitably**. In addition to stock control and merchandising discussions, the author has several sections for the salesman on shoe materials and construction.

by **Wyman Jones**
Science and Industry Department
Dallas Public Library
Art by Susan Grigsby

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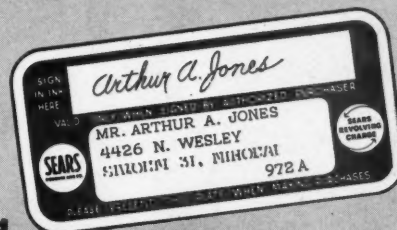
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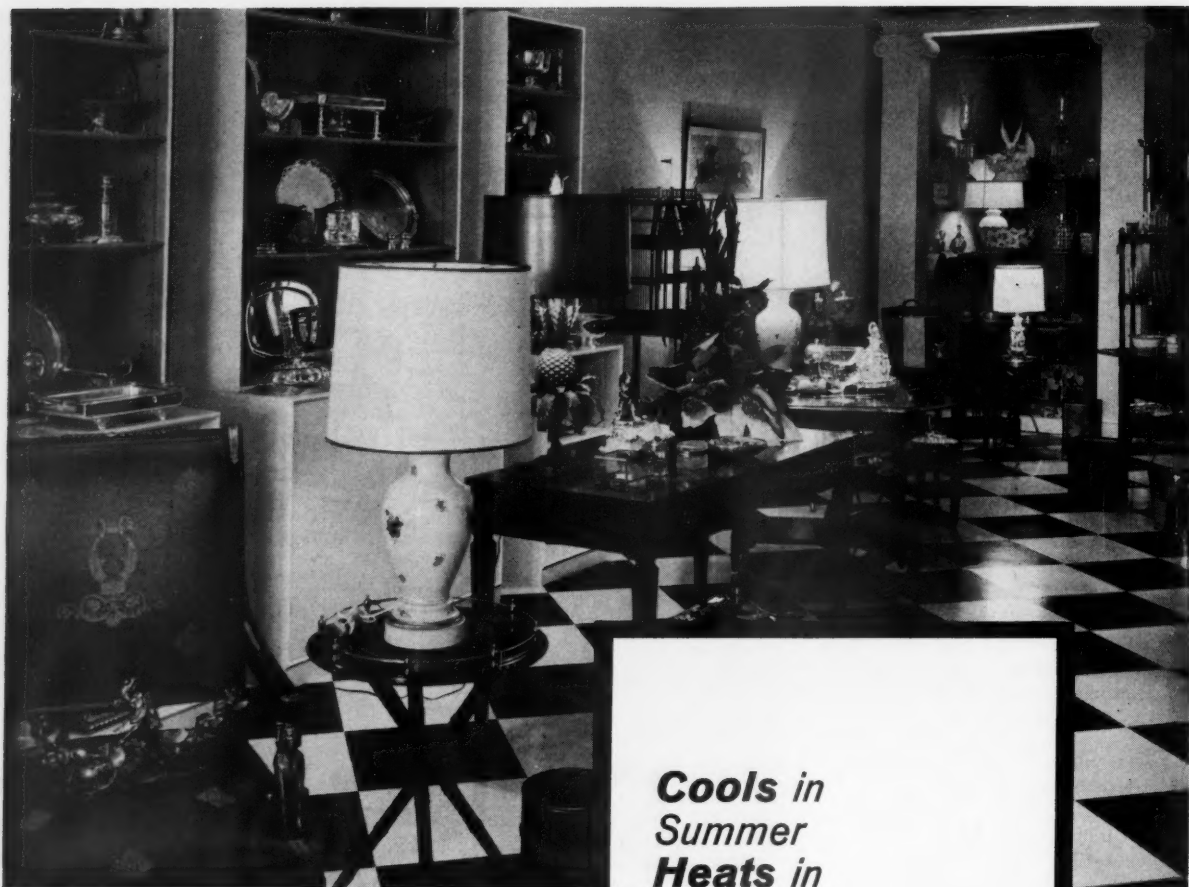
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Fair Exhibits Get New Look

(Continued from Page 23)

Exhibit Terrace. A gigantic tent, the size of a circus "Big Top," will house the resplendently shined and polished ancient autos.

Something out-of-the-ordinary is planned for fair-goers this October, in the colorful Nikko Exhibition from Japan. The replica of the fabled Nikko shrine in Japan has all 24 pagodas of the original, in one-tenth actual size, occupying 10,000 square feet in the Varied Industries Building.

It took Japanese craftsmen 22 years to construct the delicately carved model shrine, at a cost of \$2½ million. The exquisite and fascinating exhibition, beloved by the Japanese, includes 1,000 dolls dressed as festival procession walkers of the Tokugawa Era. There will be a small charge for viewing this unusual exhibit.

At the 1959 Fair, the Navy and the Army will both present a missile show of their awe-inspiring defense weapons. The Navy is exhibiting its powerful missiles for the first time this year. A demonstration of launching the huge missiles will be given with the exhibition near the Front Gate.

The Automobile Show is a perennial favorite with fair visitors. This year the 43rd annual Southwestern Automotive Exposition plans to display a record number of new-model cars with many manufacturers unveiling the 1960 automobile designs after the fair opens. The exposition, one of three largest auto shows on the continent, will be the first to exhibit some of the cars before they are announced to the nation.

The Women's Building will house the traditional exhibits of the Women's Department, featuring prize-winning entries in 749 categories of the homemakers' arts. Shown will be winning displays of needlework, foods, art and hobby collections, among countless others. Special contests in hat-making, yeast-baking and clothing work will also be held. Free style shows will be given daily.

Another major attraction in the Women's Building will be the popular Home and Family Show, a big commercial enterprise of everything imaginable for family living. Among its many features this fall will be Zale Jewelers' display of fabulous diamonds of untold value, shown in all stages from the rough-cut to the polished setting. The gems are being brought from New York.

Merril Lynch, Pierce, Fenner and Smith will set up a stock exchange in miniature at the Home and Family Show, with run-

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ning ticker tapes and up-to-the-moment stock quotations. Also displayed will be home furnishings, gas kitchens, appliances and housewares to attract the thousands of homemakers who pour in the doors. Elsewhere in the building the Dallas Glass Club will exhibit its rare glass, and the Dallas Craft Guild will have craftsmen working painstakingly at their special arts.

A modernistic greenhouse showing how Texas A&M College System scientists are crossbreeding plants for better farm crops will be the central exhibit at the Agricultural Building. "Better Seeds for Better Living" is the challenging theme of this year's show. Living plants and the history of their breeding will be exhibited in the greenhouse. Also at the show will be exhibits portraying the diversified production of crops and cattle in the 12 Agricultural Extension Service districts of the state. The 1959 Agriculture Show is a joint creation of the Fair and Texas A&M College System.

The Electric Building will feature a model kitchen designed for the magazine "Better Living for Young Homemakers" in its elaborate display of "everything electrical." The Electric Show will also demonstrate closed-circuit color television.

The Lone Star Gas Company will celebrate its 50th Anniversary at the Fair this fall. At the natural gas show the company will tell the whole story of gas, from the oil well to the kitchen burner. Oil rigs, ranges and animated displays of all types will be shown.

The last word in phenomenally advanced Armed Services equipment will be on view in the government show, in the varied Industries Building. The Army, Navy, Marines and Air Forces will all be well-represented. A working old-fashioned post office is also being set up for the show.

Artists and businessmen, farmers and homemakers, tots and teens will all find something especially for them in the 1959 edition of the fabulous State Fair of Texas, which is designed with everybody in mind.

★

Fair Park Civic Center

(Continued from Page 25)

history of the Texas Rangers from their beginnings as the "Horse Marines" to the present, in displays of equipment from Tomahawks to walkie-talkies.

The Dallas Garden Center will house the traditional Rose Show. The gorgeous exhibit of about 800 rose specimens sponsored by the Dallas Rose Society is ex-

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New this year at the Garden Center will
 be a workshop attracting everyone with
 a "green thumb." The three-hour demon-
 stration and lecture sponsored by the
 Allied Florists Association begins at 10:30
 a.m. October 21. Miss Tommie Bright of
 Chicago, one of the nation's foremost
 floral commentators, will lecture. The an-
 nual Garden Club Day, to be October 20
 this year, will also feature a well-known
 floral instructor, Mrs. Fulton Murphy of
 Pine Bluff, Arkansas, who will be guest
 speaker at the traditional luncheon, which
 will be held in the auditorium of the
 Garden Center.

The exciting exhibits and special events
 for the 1959 fair are only a chapter in the
 long story of civic center attractions. The
 Aquarium has a permanent display of
 4,000 fish and amphibians, including two
 "ham-actor" seals. The Natural History
 Museum has captured uncanny realism in
 its exhibits of wild life which take visitors
 on a cross-section tour of Texas. Museum
 staff members have gathered all the ex-
 hibit material, including the newest dis-
 plays of a Texas grizzly bear and poi-
 sonous snakes.

At the Health and Science Museum for
 the year-round edification of visitors are
 the spectacular Transparent Man and the
 famous Birth of a Baby series, among
 many other attractions. New this fall will
 be a huge seven-foot replica of a human
 eye, constructed by staff members. The
 elaborate model is illuminated so the inner
 workings of an eye can be seen. The eye
 will be on permanent exhibit. "The
 Theater of Stars" Spitz Planetarium ad-
 joining the museum has regularly sched-
 uled shows of the solar system.

The Museum of Fine Arts is a show
 place for all fields of art—painting, sculp-
 ture, prints, photography, architecture
 crafts, advertising art, furniture and tex-
 tiles in colorful exhibits that change in
 kaleidoscope fashion during the year. The
 Museum school boasts studios and in-
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 Permanent features are the majestic Hall
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The Garden Center is a year-round
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Established

1852 Caruth

Real Estate Investments

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

City Bus Transportation

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1890 William S.
Henson, Inc.

Advertising Printing

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1893 Sparkman-Brand
Inc.

Morticians
Originally, Loudermilk,
Broussard and Miller



FIRE and water were major hazards of Texas State Fair operation during its early years. Old records of the Fair carry stories of financial losses due to heavy rains and untimely fires. The Main Building, shown in the above photograph, was one of the timber structures that graced the Fair during the early nineties and was later destroyed by fire. Fireproof construction was coming into vogue in Dallas in the late nineties. In 1908, the Praetorian Building was going up as Dallas' first steel skyscraper. This building had been projected by C. B. Gardner who founded the Praetorians in 1898. Skeptics of the period said the building would never be filled and predicted tenants would never survive the high altitude of its upper stories. In later years The Praetorians became a legal-reserve fraternal insurance organization with policyholders from coast to coast. On January 1, 1958, the name of the company was changed to The Praetorian Mutual Insurance Company. Today, the company has assets of almost \$24,000,000 and insurance in force nearing the \$80,000,000 mark. Construction is now under way for a 15-story addition on the site of the present Praetorian Building. This new building will cover twice as much land area as the present building and will contain 175,000 square feet of space, double the present building. Now in its sixty-second year of operations, Praetorian Mutual Life Insurance Company is under the direction of J. M. Mottley, president.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Praetorian Mutual
Life Ins. Co.

(Formerly The Praetorians)

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1907 A. C. Horn &
Company

Commercial and Structural
Sheet Metal

1908 Pure Ice & Cold
Storage Co.

Cold Storage

1911 W. W. Overton
& Co.

Investments

1912 Stewart Office
Supply Company

Stationers — Office Outfitters

1914 Koch & Fowler
and Grafe, Inc.

Consulting Engineers

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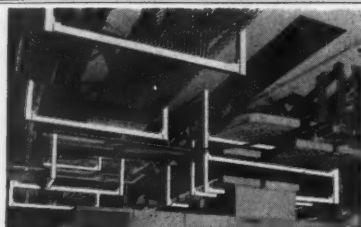
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Dallas

world trade NEWS

Get Acquainted with Your Foreign Service Officers

Your World Trade Committee functions for your benefit. Whenever its members learn of something beneficial to bring to your attention to help you in your business abroad, the information is brought to you through this special department of DALLAS each month.

Something new has been added. Are you getting your share of Export Trade?

If not, investigate the "New Agency Index to Promote United States Exports" recently announced by the Bureau of Foreign Commerce, United States Department of Commerce. This new service was announced as a new trade promotion service as part of a program to increase U. S. export sales. We urge you to take advantage of this opportunity.

To put prospective buyers in foreign countries in speedy touch with local sources of supply for United States products, the Bureau of Foreign Commerce is asking U. S. manufacturers and exporters to fill out a 3- x 5-inch card identifying each of their agents and licensees in foreign countries. The Field Office of the Bureau of Foreign Commerce will furnish the cards upon request, and when returned, will immediately forward them to the Washington office of the Commerce Department for transmittal to the U. S. Foreign Service Posts. This will be used as part of an "Agency Index" for ready reference when U. S. commercial officers are asked the important question: "Where can I buy a specified U. S. product locally?"

American Foreign Service Officers handling commercial matters abroad frequently are asked, both by businessmen and foreign government representatives, how purchases of American products can be made locally. Your card in the Agency Index will immediately furnish this information.

Although overseas representatives of many U. S. firms are well known to U. S. Foreign Service Posts, complete listings usually are not available. By having at their fingertips the names and addresses of agents or licensees for U. S. products, commercial officers serving the interests of American firms abroad will be able to place before potential customers informa-

tion on all local sources of supply. If a buyer is interested in a trademarked product or replacement equipment, the name of the representative on the scene can be supplied readily.

The new "Agency Index" service is one means by which the Government can better serve the needs of private business, particularly small business. The data furnished by United States firms will not be published.

American businessmen should have a real interest in this means of swiftly translating sales potentials into actual business. We urge all business firms having representatives or licensees abroad to request a card in duplicate for each agent or licensee, complete it and return it to the Bureau of Foreign Commerce Office in Dallas promptly.

The following is a reproduction of the printed card (the reverse side provides space for special comments).

1. Name and address of U. S. manufacturer and its U. S. export representative, if any; or name and address of U. S. export concern and the U. S. manufacturer represented. NOTE: This card will be indexed under name first given. More than one card may be submitted if appropriate. This should be done when inquiries might be received under trade names of subsidiaries.
2. Product(s) exported, including trademarks (place additional comments on reverse side).
3. Name and address of representative or licensee.
4. Type of representation (exclusive or non-exclusive agent, distributor, licensee, etc).
5. Territory covered

Date

Form FC-30 (8-3-59) U. S. Department of Commerce — AGENCY INDEX, Bureau of Foreign Commerce.

By completing this card for each agent, distributor, licensee, etc., and keeping it

current, you will give your Foreign Service Officer a chance to help your agent to increase his and your sales of products abroad. This is an excellent service. Take advantage of it. Ask your Department of Commerce Field Office, Merchandise Mart, Room 3-104, Dallas 1, Texas (Riverside 8-5611, Extension 2682) for as many cards as you need (in duplicate) and complete them promptly.

Please remember, you have already paid for this service, so avail yourself of all its advantages. Do so without delay.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

EXPORT OPPORTUNITIES

MEXICO — Victor Humberto Espinola, Aurora No. 114, Nte, Apdo. Postal 584, Tampico, Tam. Mexico. Individual seeking suppliers of typewriters, preferably Remington and Underwood used machines. VHE/598

ITALY — Enrico Natale & C., Via Mazzini 34, Casella Postale 2, Biella, Italy. This firm seeking exporter of Mohair. ENC/598

PHILIPPINES — Domestic Trading Corporation, 555 San Andres St. Malate, P. O. Box 3221, Manila, Philippines. Firm interested in importation of: canned evaporated, condensed and powdered milk; canned sardines, salmon, anchovies, and mackerel; canned corned

beef and corned beef, loaf; and rolled oats in tins. DTC/598

MEXICO — Especialidades Plasticas Modernas, S. A., Lago Malar 26, Col. Anahuac, Mexico 17, DF Mexico. This firm desirous purchasing reprocessed Polyethylene natural color for injection work at their plant. EPM/598

PUERTO RICO — Luis E. Gandia, P. O. Box 475, Hato Rey, Puerto Rico. Interested in the exclusive distribution of paper products including wrapping paper and paper bags; pork products; all toys; kerosene stoves; glass and enamelware and chinawares; home electric appliances; hosiery; paints and hardware. LEG/598

COLOMBIA — Rafael Vasquez Ojeda, Apdo. Aereo #44, Barranquilla, Colombia. Individual wishes contact with cotton exporters of crude cotton; fatty acids; vegetable oils of cotton; hydrogenated oils of cotton; and exporters of wool.

OTHER OPPORTUNITIES

CUBA — Ricardo D. Arnaiz, San Ignacio 256, Desp. 3, Habana, Cuba. Individual wishes to handle all items in export and import directly; as commission agent; or on exclusive basis. RD/598

BELGIUM — Maurice Michaux, 528 Avenue Brugmann, Bruxelles, Belgium. Individual having excellent relations in cement and steel will serve as exporter or as buying agent on commission basis representing the Belgian suppliers. MM/598

AUSTRALIA — Corvett, Brien & Associates, 10 Davey Street, Parkdale, Melbourne, Australia. This firm to serve as agent for manufacturers in U.S. in Australia seeking representations. CBA/598

IMPORT OPPORTUNITIES

ITALY — P. Molteni, Via Vincenzo Monti, 7, Milano, Italy. Firm interested in locating importers of sausages, and salt meat. PM/598

SWEDEN — Leitex, POB 25020, Gothenburg 25, Sweden. Exporter of barbed galvanized wire, steel wire, etc., wishes to contact interested importers. L/598

HONGKONG — Donald L. Baird Co., Inc., 903, Yu To Sang Bldg. Queen's Road C. Hongkong. This firm seeking importers of plastic artificial flowers and plastic mechanical toys. DLB/598

JAPAN — Ryuzaki & Co. Ltd., Room No. 31 Asahi Bldg., 1-16 Kayaba-Cho, Nihonbashi Chuo-ku, Tokyo, Japan. Manufacturer's representatives and exporters of hospital supplies including hypodermic syringes, microscopes, etc., seeking distributors. RCL/598

FRANCE — Jean Ferry, 2 Rue Jeanne d'Arc, Void (Meuse) France. Individual seeking distributors to handle perfume line. JP/598

JAPAN — Nitto Seisakusho Co. Ltd., P. O. Box 685 Central, Osaka, Japan. Manufacturers of Vegetable Oil Expellers and accessory oilmill machines wishing importers and distributors of edible oilmill machines and animal feed producing machines. NSC/598

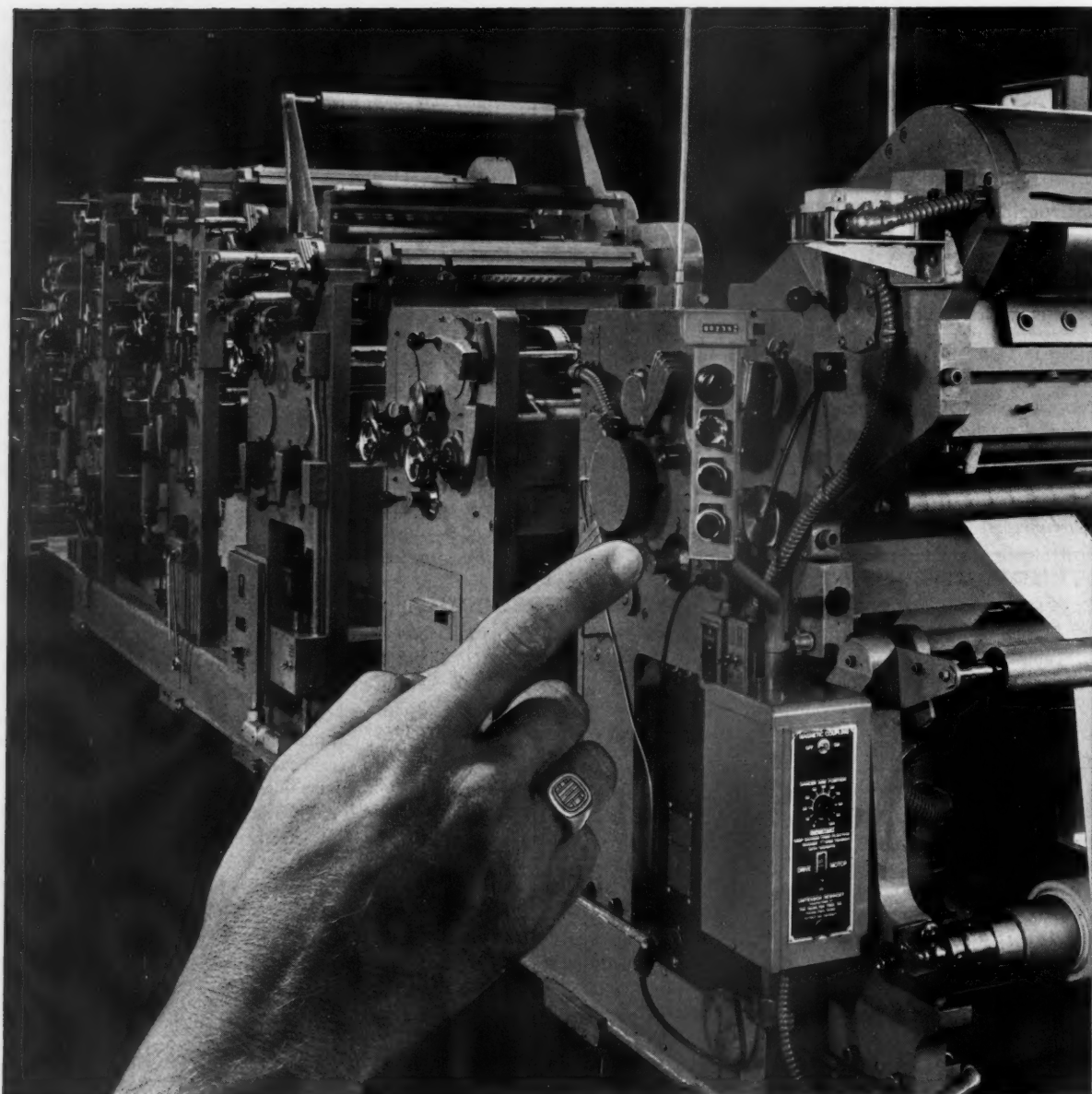
HONGKONG — Khemlani Incorporated, P. O. Box 1609, 47 Pottinger Street, Hongking. This firm exporting all types of watch bands seeking importers. KI/598

JAPAN — Asia Machinery Trading Co. Ltd., P. O. Box Tokyo Central 1477, Tokyo, Japan. This firm is exporter of auto spare parts and accessories and seeking importers. AMT/598



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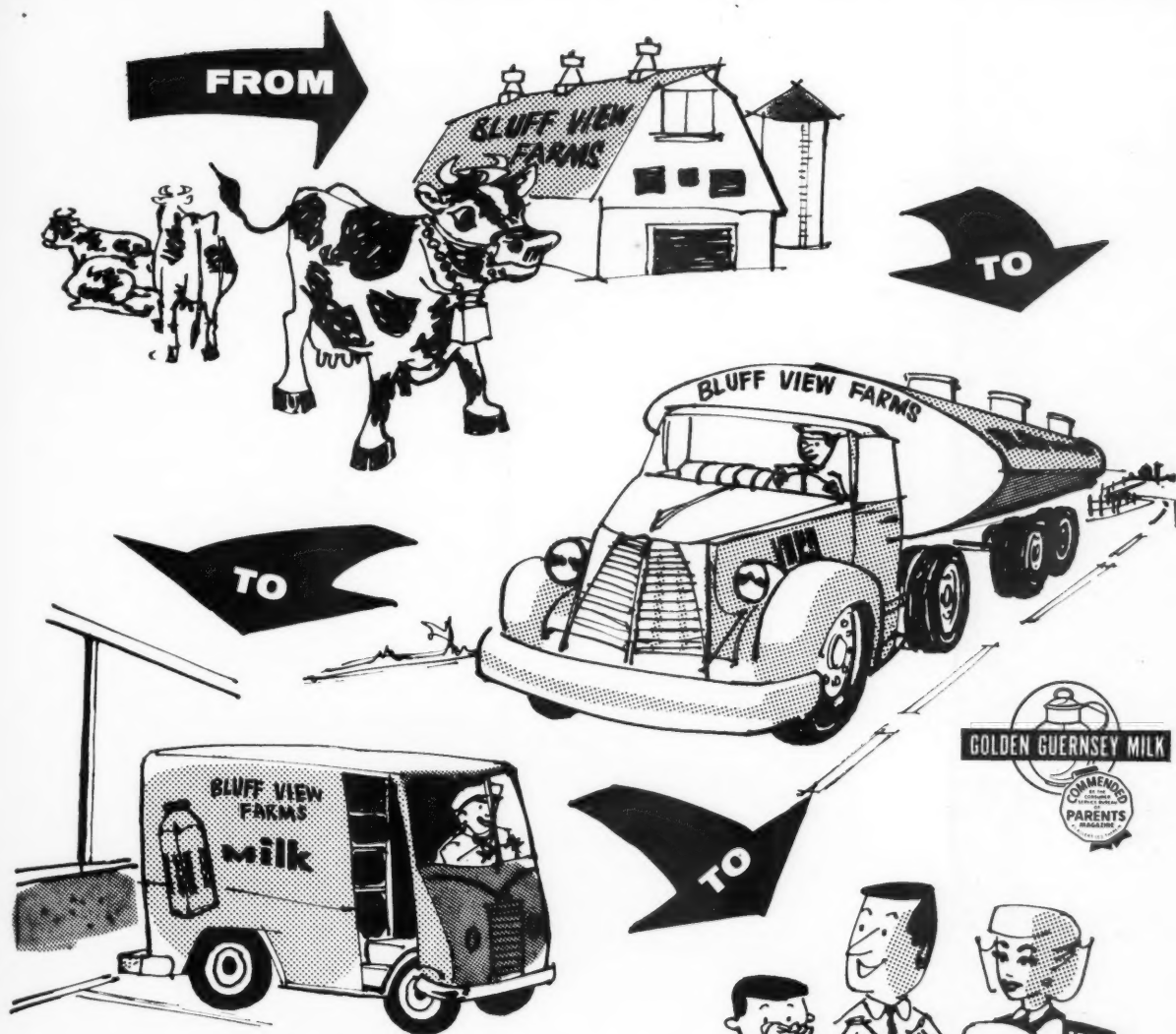
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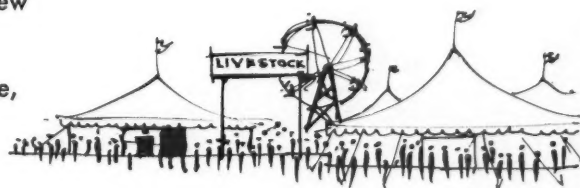
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